

## FINANCIAL TIMES

## FOREIGN AFFAIRS

Japan reassesses its role in the world

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Tuesday October 30 1990

## World News

EC talks split  
brings down  
Norwegian  
government

Norway looked set for a Labour-led coalition government following the decision by the tiny Centre party to quit the centre-right administration led by Jan Syse in a dispute over links with the European Community. Page 18

## Township killings

Sixteen blacks were killed and more than 30 wounded in a series of gun attacks in Soweto, raising fears of a resumption of the faction fighting which has killed nearly 800 South African blacks since mid-August. Page 8

## UN invites claims

The UN Security Council invited countries to file claims against Iraq for financial losses caused by the invasion and annexation of Kuwait and to begin assembling evidence of war crimes committed by the occupying forces. Page 18

## Victory for president

Veteran Ivory Coast leader Félix Houphouët-Boigny won a clear victory in the country's first contested presidential elections, interior ministry sources said.

## Troops blocked

Caganu militants in Moldavia set up cordons to prevent Soviet troops from entering their region and enforcing state-of-emergency measures.

## Franco-Soviet treaty

France and the Soviet Union signed an ambitious co-operation treaty in which they pledged to agree common policies during international crises. Page 3

## Advice to Branstad

The German government advised former chancellor Willy Brandt to refrain from going to Iraq on a private mission to free hostages.

## Egypt claims weapons

Egypt said it had captured several Palestinian saboteurs, including one that received orders from Iraq.

## Temple clashes kill 4

Tension mounted in the north Indian state of Uttar Pradesh after at least four people were killed in Hindu-Muslim clashes on the eve of the attempt by Hindu militants to start building a temple at Ayodhya, where an historic Moslem mosque is located. Page 6

## Nephew see minister

President Turgut Ozal's nephew, Huseyin Dogan, was named as Turkey's new defence minister to succeed Safa Geyi, who resigned after inter-cabinet rifts.

## Suffrage vote

Western Samoans voted in a referendum on whether to bring universal suffrage to their tradition-bound Pacific island nation.

## Politician charged

Former Queensland premier Sir Joh Bjelke-Petersen, one of Australia's most controversial politicians, was charged with corruption and perjury. Page 6

## EC boycott threat

Indonesia said it would boycott goods from the European Community if the EC went ahead with a ban on timber imports from neighbouring Malaysia.

## Winners conceded

The last few opposition leaders not in jail after a week of arrests, raids and intimidation in Burma, gave in to army demands that they abandon claims to an overwhelming mandate to rule, a Burmese source said.

## An aid to survival

Spanish tobacco company Tabacalera is to send Soviet smokers a present of four million cigarettes to help them survive a chronic shortage. Page 11

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The possible Foreign business puzzles over the latest Soviet investment decree

Editorial comments A deeper and wider EC

Workings of the oil market

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Indonesia Bank Duta's \$420m forer loss raises concern about regulation and control

Management US companies moving into Europe pose a challenge to local firms

Videos UK consumers spend £2bn a year on video products

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## Business Summary

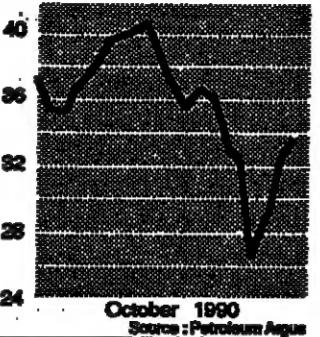
Chrysler posts  
third quarter  
net losses  
of \$214m

By William Dulifice in Geneva and Peter Montagnon in London

Chrysler, US motor manufacturer which has suffered sharp decline in market share and faces possible confrontation with United Auto Workers union, has reported a \$214m third quarter net loss. This was marginally better than Wall Street expectations of some \$250m. Page 19

MARKETS: Oil prices firm on Monday, but the market lost some early gains on news that talks between the Soviet Union and Iraq had made little

## Oil price



THE General Agreement on Tariffs and Trade has scheduled a series of crisis meetings over the next week to avert a complete breakdown of the Uruguay round of multilateral trade liberalisation talks.

Senior officials from member countries agreed on the schedule after European Community leaders failed at their summit in Rome last weekend to resolve differences over farm trade liberalisation, a core part of the Uruguay round of multilateral trade liberalisation talks.

The move came as Mr John Crosbie, Canada's trade minister, warned in a blistering attack on the EC of possible failure in the Uruguay round which could spark an economic depression similar to that of the 1930s.

The situation now is a lot worse than anyone ever contemplated that it could be.

The responsibility was "firmly fixed" on the EC, especially France and Germany, he said during a visit to London. Mr Crosbie welcomed sup-

port for farm reform at the Rome summit from Mrs Margaret Thatcher, Britain's prime minister, but he said that France and Germany which blocked reform "are apparently prepared to let us have the whole Uruguay round fail".

The impasse at the Rome summit means that the EC has not yet submitted farm reform proposals to Gatt just five weeks before the round of talks is due to end. This has brought almost to a standstill what is the third attempt to avert a slide into trade wars and protectionism.

The crisis talks will begin on Friday with an informal meeting of Gatt's Trade Negotiations Committee (TNC), which is responsible for the talks. At that meeting, Mr Arthur Daniel, Gatt director-general, will outline the problems now facing the talks.

It will be followed by a series of private ministerial meetings in Geneva over the weekend and early next week and, subsequently, by a second informal meeting of the TNC on

Monday. Mr Crosbie welcomed sup-

Tuesday. This will decide how to handle the crisis. Meanwhile, European trade and farm ministers are to meet again in Brussels next Monday in a further effort to break the deadlock.

Mr Crosbie said that substantial trade reforms were still possible in the Uruguay round, "but it's getting more and more remote".

The proposals being discussed by the EC for a 30 per cent cut in support to farmers were "neither sufficient nor even really serious", he said. But if the EC could agree to put them on the table there would at least be something to discuss.

Ministers from the Cairns Group of 13 farm-exporting nations had already scheduled a meeting in Geneva on Sunday. Ministers from 15 leading developing countries were due to meet on Tuesday and the expectation is that some will arrive early for discussions at the weekend and on Monday.

Mr Carla Hills, US trade representative, Mr Frans

Andriessen, EC trade commissioner, and Mr Renato Ruggiero, Italy's foreign trade minister, are expected to arrive for the weekend.

Senior officials are worried that with the farm talks in limbo and morale low, results will be difficult to achieve in other crucial areas where negotiations are also running behind schedule.

They hope that the ministers will remove major obstacles in talks on the \$600bn-a-year world trade in services and on trade in textiles and clothing. Discussion on Gatt's anti-dumping code, a vital issue for Asian exporters, has been temporarily suspended.

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Mr Carla Hills, US trade representative, Mr Frans

Thatcher to  
defend  
opposition  
to Emu

By Philip Stephens,  
Political Editor, in London

MRS Margaret Thatcher, the British prime minister, will today defend vigorously her opposition to a single European currency despite fears that her isolation at the Rome summit has heightened the risk of a serious split within the ruling UK Conservative party.

The move had been expected by the market since last week, when it became clear that the US Congress and the White House were approaching agreement on a budget deficit reduction package.

Mr Alan Greenspan, the Fed chairman, had repeatedly promised a cut in short-term interest rates to coincide with the Dornan blueprint for economic and monetary union, there were new signs of tension within her cabinet.

• Nancy Dunne adds from Washington: The EC impasse over agriculture trade reform was greeted with gloom in the US. Mr Paul Dratzik, assistant director for national affairs of the US Farm Bureau, said he saw "virtually no hope for the Gatt unless the rest of the world agrees to move forward without the EC".

• Sir Geoffrey Howe, the deputy prime minister, distanced himself from Mrs Thatcher's

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Aftermath of the Rome summit, Page 8; Lex, Page 18

EC deal on emissions, Page 18

EU invites claims, Page 18

## EUROPEAN NEWS

## Hard times ahead as world steel markets shrink

By Charles Leadbeater, Industrial Editor

GROWTH in world steel markets is slowing, putting producers under increasing financial pressure. Figures from the Organisation of Economic Co-operation and Development and the International Iron and Steel Institute all confirm that the growth in steel production in recent years is ending.

The latest bulletin from the OECD steel committee warns: "The overall steel market in the OECD areas declined only slightly into the second half of 1989, but developing uncertainties are causing concern for the medium term."

It says the conflict in the Gulf has further clouded an uncertain outlook for steel producers, caused by higher interest rates in some countries, softer prices and reduced profit levels.

According to the IISI, steel production in the 35 economies it covers, excluding eastern Europe, was 2.3 per cent down in the first nine months of the year at 355m tonnes.

In North America, US steel production in the third quarter was 22.5m tonnes, marginally up on 1989. However the OECD report warns that shipments to the motor industry are already 13.8 per cent down on last year.

The main producers' profits have been substantially reduced because of soft prices and increased costs.

The IISI's figures show production in the US for the first nine months of the year at 67m tonnes - 1 per cent down on 1989.

Canadian production has been cut back even more

sharply. The IISI says Canadian output in the first nine months of the year is 17 per cent down on 1989.

In Europe, EC steel production is expected to end the year 2.2 per cent down on 1989, according to the OECD. It says the industry has suffered from destocking by distributors and consumers.

Prices of flat rolled products have fallen by between 10 per cent and 15 per cent this year.

The IISI estimates output in the first nine months is 3.1 per cent down on 1989 at 103m tonnes, with west German output down 7.3 per cent.

Production in east Germany has fallen by 20 per cent in the first nine months and in Hungary and Poland by 11 per cent, according to the institute.

In Japan, steel output in the first three quarters was 1.5 per cent up on 1989 at 81m tonnes, according to the IISI. The OECD expects Japanese steel markets to remain buoyant into next year.

Some of the sharpest falls in steel production in the first nine months have come in South America. Output in Brazil is 19 per cent down at 15m tonnes and in Argentina 13 per cent down at 2.5m tonnes.

Apart from Japan the most significant increases in production came in South Korea, where output rose 6 per cent to 17m tonnes and Turkey where it shot up by 23 per cent to almost 7m tonnes.

## Hungarian leaders draw lesson from petrol price protest

By Nicholas Denton in Budapest

HUNGARY yesterday began to lay the foundations of a social partnership between government, unions and employers aimed at ending a crippling protest against higher petrol prices and designed to establish political institutions to pre-empt popular unrest in the future.

The protest by taxi and truck drivers which started last Friday and ended on Sunday morning, brought the country to a virtual standstill and to the brink of disorder.

The strike leaders called off the action after the government temporarily halved the 65 per cent petrol price increase which had sparked the protests.

The government, handicapped by

the prime minister's confinement in

hospital, was paralysed by the crisis and insecurity led them to organise Balkan-style pro-government strikers.

Budapest's police chief threatened

to resign if he was told to remove the drivers forcibly and the government itself was incapable of giving the order.

"In Hungary, people think it is not democracy if the police go against demonstrators," Mr József Göncz, Hungary's president, ruled out the use of the army to restore order.

But the absence of effective trade unions was felt too. Dissatisfaction with declining living standards found

no expression until last week and so when the protest came, they were explosive.

Moreover, trade unions found it difficult to defeat the acquiescence of the strikers. An agreement on Friday night fell by the wayside when drivers refused to heed their leaders' call to dismantle the barricades.

The crisis forced the myriad of squabbling trade unions and employers' organisations to sit down together with the government to find a compromise solution. "It has given us someone to talk to," said Mr József Antall, the prime minister.

Government ministers promised to consult more regularly with the interest

co-ordination council under whose umbrella it negotiated with trade unions and employers. Mr József József, foreign minister, yesterday promised a "broaderening of the field of consultation" which could extend to discussion of next year's crucial budget.

That carries a danger: that either the government will flinch in the face of the unpopular decisions it must make to stave off financial crisis or the consensus will quickly break down.

Also the government's reluctance to punish the unlawful action of the protesters and its willingness to compromise could encourage similar action and threaten a winter of disruptive strikes.

## Maxwell enters Berlin from the east

Leslie Colitt on a joint-venture purchase of the old party press

MR ROBERT MAXWELL, the publisher, is seeking to leave his imprint on the German newspaper world by way of an intriguing eastern route.

Mr Maxwell and Gruner & Jahr (G & J), publishers of Stern magazine, have in a 50-50 partnership taken over Berliner Verlag, a publishing house owned by PDS, the successor to the Communist Party of East Germany.

Although Mr Maxwell has single-handedly become a leading force in Hungarian newspaper, in the Berlin venture he and (G & J) face massive west German competition in what is expected to become the fastest-growing newspaper market in Germany.

West Berlin was long dominated by the conservative Bild, BZ and Berliner Morgenpost newspapers and the Axel Springer publishing empire, which aim to extend their dominance across the whole city.

Mr Rupert Murdoch, the international media magnate, has also signalled ambitions to enter the Berlin market.

G & J is to appoint the managing director of Berliner Verlag while Mr Maxwell, as chairman of the supervisory board, will be more concerned with overall strategy.

Burda, the Munich-based magazine publisher, said that a joint venture with Mr Murdoch called News Burda Druck was in the planning stage and that negotiations were underway to build a printing plant near Berlin for the production of a daily

newspaper. Ma Christa Schaffmann, deputy editor of Berliner Zeitung, the flagship of Berliner Verlag, said Mr Maxwell had assured

him that he would not interfere editorially as long as the publication did well.

She said another point in the British publisher's favour was that he had no "prejudices" about employing former members of the Communist Party. PDS, in common with virtually all east German journalists, Ms Schaffmann was a former party member. "For years I was deeply convinced of what I thought the party stood for," she said.

Mr Maxwell and G & J are believed to have paid DM400m (£134.6m) for the publishing

house and have also staked a claim for 55 per cent of the printing plant of Neues Deutschland, the former Communist Party newspaper. The remainder will be held by the PDS. The roles have been reversed here as Mr Maxwell is to take over management of the plant while G & J will appoint the head of the supervisory board.

Unlike many of the company's publications, prospective

titles are considered bright for Berliner Zeitung, the flagship of the publishing house of nearly 400 employees. While circulation has dipped to 330,000 from 450,000 at the end of last year, most readers remained loyal despite a price rise from 15 to 18 Deutsche 50 pfennig earlier this year. Berliner Zeitung, BZ am Abend, an evening paper, and Wochenpost, a cultural weekly, were the sole profit-makers in the Berliner Verlag stable.

Berliner Zeitung is expanding advertising and under its new owners plans to modernise antiquated hot-metal printing.

Ms Schaffmann said one Berlin newspaper should be able to become a newspaper for all of Germany. "Perhaps we can be it."

West Berlin's leading quality daily, the independent Der Tagesspiegel, long a plodding provincial paper, has expanded coverage and has similar ambitions.

The surge in the conservative vote is a double-edged sword for the Spanish prime minister, Mr Felipe González. His Socialist party, which has governed the Basque country as a junior coalition partner to the PNV since 1986, lost about 50,000 votes and three of its 13 seats.

But the vote was also a clear setback for Harri Santamaria, the radical separatist group that often speaks for the terrorist group, ETA. Harri Santamaria managed only to hold on to its 13 seats but, although it remains the biggest party in Guipúzcoa province, lost about 15,000 votes.

The big losers were former

## Centre parties gain in Basque regional vote

By Peter Bruce in Barcelona

CONSERVATIVE nationalists and centrist parties made important gains in Spain's strife-torn Basque country on Sunday in regional parliamentary elections.

The moderate Basque Nationalist Party (PNV) regained its traditional leadership of the troubled region taking five new seats, which give it 21 in the Basque parliament in Vitoria.

But probably the most impressive result was the four new seats to give it six - won by the main national conservative opposition party, the Partido Popular (PP), whose Franco roots have in the past been deeply resented by the Basque.

The surge in the conservative vote is a double-edged sword for the Spanish prime minister, Mr Felipe González. His Socialist party, which has governed the Basque country as a junior coalition partner to the PNV since 1986, lost about 50,000 votes and three of its 13 seats.

The PNV and the socialists will probably try to reform a coalition government. But the rise of the PP raises the prospect that, sooner or later, Spain's conservative, centralist and regionalist forces may find themselves in a position to share power in the country.

Analysts believe such regional and national alliances are probably the only hope the right has of removing Mr González' party from power in Madrid.



Felipe González  
prime minister Adolfo Suárez's  
Centre Democratíco y Social  
party lost both its seats and  
Euzko Alkartasuna, founded  
by dissident PNV leaders five  
years ago, which lost four of its  
13 seats.

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Peter J. Savage  
Managing Director

## Yugoslav government will push ahead with reforms

THE YUGOSLAV government will push ahead with its western-style economic reform programme and does not plan to devalue the national currency despite a new rise in prices. Mr Boro Marendic, the development minister, said Reuter reports from Belgrade.

Mr Marendic told Tanjug news agency in an interview published on Sunday night that political instability in Yugoslavia, a federation of six republics threatened by ethnic unrest, had slowed the flow of foreign aid, and inflation remained a threat.

But he said the government would not respond to calls to devalue the dinar, although prices have almost doubled

this year and the trade deficit has widened.

Mr Marendic said there would be few radical successes in the economy in 1991 but the government would continue steps to privatise state-run firms, strengthen a market economy, tackle inflation.

Mr Marendic launched an austerity programme in December 1989. He devalued the dinar, fixed the exchange rate at seven dinars to the D-mark and froze wages for six months.

Inflation fell in the first six months of 1990 but then rose again with month-on-month price increases of 7 per cent in September.

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## EUROPEAN NEWS

## Patience pays for imperial bond holders

By George Graham

In Paris

French small investors may at last be on the way to getting back some of the money their grandparents invested in the Imperial Russian railways, after the signature yesterday by President François Mitterrand and President Mikhail Gorbachev of a far-reaching Franco-Soviet treaty.

An estimated 1.6m French investors held the bonds before the Russian Revolution, and there are thought to be up to 500,000 holders today who still have their certificates.

Bonds such as the Black Sea 4% per cent 1913, or the Moscow-Kiev-Voronege 4% per cent 1903, continue to trade sporadically on the Paris bourse, even though the certificates are worth rather more as collectors' items to be framed and hung in the home than as investible securities.

It is still far from clear how the Soviet Union proposes to reimburse the bonds, but yesterday's treaty stipulates that all arrears owed to France will be repaid. Mr Alexei Glazkov, a member of the Soviet delegation, confirmed that this definitely included the pre-1917 bonds.

Mr Gorbachev is probably in greater need of the money than most of the bond holders; on Sunday evening, France agreed to provide FF10bn of new loans and export credits to the Soviet Union.

French attic rummagers began looking out for Russian bond certificates after the 1986 settlement between the Soviet Union and the UK, in which £25m frozen since the Revolution in an Imperial Russian account at Baring Brothers was used to repay around 10 per cent of the face value of bonds held in the UK.



IN THE WINGS: foreign ministers Roland Dumas (left) and Eduard Shevardnadze at yesterday's Franco-Soviet talks

By Ian Davidson in Paris

PRESIDENT

François Mitterrand gave a good public relations send-off to the new Franco-Soviet treaty of friendship and co-operation, which he and President Mikhail Gorbachev signed yesterday in the appropriately splendid setting of the Chateau de Rambouillet south-west of Paris.

But the treaty is more significant as an act of political symbolism than for its likely practical consequences, and the political symbolism is more important to the Soviet Union than to France.

President Gorbachev has been pressing for bilateral treaties with most of the larger countries in western Europe, as a symbolic confirmation of the Soviet Union's rapprochement with the west and especially with west European nations.

The Franco-Soviet treaty follows a German-Soviet one which has been finalised and will shortly be signed, and a joint Spanish-Soviet

declaration which was signed during the Soviet leader's visit to Madrid over the weekend.

The French government, too, is anxious to cement the new era of east-west friendship, but it is reluctant to see the future political architecture of Europe being pre-empted by a series of bilateral agreements with the Soviet Union.

The treaty is more significant as an act of political symbolism than for its likely practical consequences, and the political symbolism is more important to the Soviet Union than to France.

This idea is incorporated in

the new treaty, in which France undertakes to promote the development of closer links between the Soviet Union and the European Community, and says that new bilateral commitments will respect the competencies of the community.

The treaty also undertakes to promote both the Gorbachev ideal of a common European home and the Mitterrand ideal of a European confederation.

Unlike Germany, France declined to include a reciprocal non-aggression clause, on the grounds that this would be in

conflict with the spirit of existing commitments to Nato and the Western European Union defence grouping.

The new treaty goes no further than to commit the two governments to consult, and if possible to harmonise their positions, in the event of a threat to peace.

The treaty has been accompanied by an exchange of letters and a number of protocols outlining several programmes of co-operation, including energy, transport, high definition television and telecommunications.

## Foreign business puzzles over Soviet investment decree

By Quentin Peel in Moscow

CONFUSION

and cautious optimism were the overwhelming emotions yesterday among foreign businesses and bankers in the Soviet Union, as they sought to calculate the implications of President Mikhail Gorbachev's decree on foreign investment and the rouble.

The principle of permitting 100 per cent foreign ownership of investments was welcomed with enthusiasm, but observers caution that the response will depend entirely on its implementation.

As for the effective two-thirds devaluation of the rouble (all commercial transactions will now be carried out through a new commercial rate), that was also welcomed as a belated recognition of the absurdly over-valued official exchange rate.

Yet the prospect of trying to operate through a maze of no less than four different exchange rates in the future – an official rate, a commercial rate, a tourist rate, and a "market" rate – has left many businessmen baffled.

The new commercial rate of Rbs1.6 to the dollar, compared with the present official rate of Rbs1.55, will be available not simply for Soviet enterprises, but also for foreign companies to value any future investments in the economy. That will be introduced from November 1.

The old official exchange rate will be maintained, but only for "statistical purposes" and for calculating debt payments by developing countries on rouble-denominated loans.

According to Dr Dmitri Menshikov, chief economist of the international monetary and economic department at Gosbank, the state bank.

"The commercial rate will be used by enterprises and other economic bodies, Soviet enterprises, joint ventures and foreign enterprises, in the same way as today you can use the official rate of the rouble," he said.

The third exchange rate will actually replace a far more complex system of foreign currency "coefficients" for Soviet enterprises, of which there were about 2,000, with every different industry having a different effective exchange rate. The net effect, Soviet officials say, will be actually closer to neutral.

What remains unclear is just where the dividing line will be drawn between the transactions allowed to use the new commercial exchange rate, and those compelled to use the new currency auctions.

## Russian economic plan will be 'a mess'

By Leyla Boultif in Moscow

THE Russian government is incapable of conducting effective economic reform and is unlikely to last beyond next spring, according to a senior Russian official who is also a leading Soviet entrepreneur.

Mr Mikhail Bocharov, Russian President Boris Yeltsin's first choice for prime minister who is now responsible for evaluating Russian economic reforms, said the Soviet government's market legislation was equally removed from reality.

Mr Bocharov campaigned for

the job of Russian prime minister with a radical 500-day programme for economic reform.

But he was defeated in a parliamentary vote by Mr Ivan Silayev, a compromise candidate who has taken on board many of his ideas for a speedy transition to a market economy.

"Silayev doesn't understand what he's talking about," said Mr Bocharov, who also heads Butec, a holding company which helps member firms operate independently from the state.

"There will be no 500-day programme whatsoever. There will be a mess, a worsening of the situation. There will be some sort of, but no decisions, until May. Then there will be a new executive because people will understand that something needs to be done, at the centre and locally."

The Russian parliament, which is generally seen as

more radical than its Soviet counterpart, has already begun debating legislation allowing private land ownership. But Mr Bocharov said that was just one example of legislation which was too woolly to work.

"To resolve the question of land, one needs to work out a mechanism of land sales: how much to sell, at what price, and who is empowered to bid land sales so that there is no talk of people not wanting to buy the land," said Mr Bocharov.

President Mikhail Gorbachev's own economic reform strategy, approved by the Soviet parliament this month, is even more vague on land reform. This is partly because, according to its authors, many peasants do not want to leave collective farms to own land.

People close to Gorbachev are muddle-headed theoreticians who should come down to earth to see what's going on," said Mr Bocharov.

To argue his point, he referred back to the sweeping land reform pushed through at the beginning of the century by Russia's pre-revolutionary prime minister, Mr Peter Stolypin. Despite the brutal collectivisation of the 1930s, Mr Bocharov said, "peasant Russian peasants had not lost all their potential for rediscovering private property."

Another casualty of the uncertain balance of power between the Russian and Soviet governments were foreign and Soviet businessmen.

"Who do not know what God to pray to, Russia or the Union". Until that becomes clearer, there were plenty of opportunities for western firms to deal directly with Soviet enterprises in the mean time.

## EC moves closer to single gas market

By Lucy Kellaway in Luxembourg

THE European Community yesterday took its first step towards a single market in gas, by agreeing in principle to a directive that will make it easier for gas utilities in one country to transport their gas through pipelines in neighbouring member states.

The agreement marked a defeat for Germany and the Netherlands, which together exert considerable control over the European market. They argued that the directive was unnecessary because 20 per cent of gas consumed in Europe was already transported across frontiers.

They are also worried that it will replace their national control over the market with a more bureaucratic control exercised by Brussels.

Mr António Cardoso, a Cumba EC energy commissioner, made clear that the directive did not commit Europe to a future system of "common carrier", a system which exists only in the UK, in which all comers have fair



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## AMERICAN NEWS

## Canadians desert leading parties

By Bernard Simon in Toronto

CANADIANS are deeply unhappy with the way their country is run and are deserting both major parties for regional or single-issue groups, according to a wide-ranging opinion poll published yesterday.

More than 75 per cent of respondents to the poll, commissioned by the Canadian Broadcasting Corp and the *Globe & Mail* newspaper, said they were disappointed in the performance of the Prime Minister, Mr Brian Mulroney.

Support for the ruling Progressive Conservative party is now at only 16 per cent, down from just over 20 per cent in July.

The opposition Liberal party has also seen a substantial decline in popularity. Support has shifted to the left-leaning New Democratic party and two fledgeling regional groups, the Reform Party of Canada — which favours a stronger voice for western Canada — and the Quebec nationalist group, the Bloc Quebecois.

The Reform Party now has the support of 24 per cent of voters in the three prairie provinces, almost double the backing for the Tories who have traditionally dominated this region.

Discontent has been fuelled by a sharp deterioration in eco-

nomic conditions in recent months and by uncertainty over the country's political future following the collapse last June of the Meech Lake package of constitutional reforms.

The poll shows widespread unhappiness with the Mulroney government's economic policies, ranging from the value-added Goods and Services Tax due to come into force next January.

Last week it was announced that Canada had slipped into recession, with output falling for two successive quarters.

Mr Michael Wilson, the finance minister, who for the past few months has avoided uttering what has become known as the "R" word, acknowledged to the House of Commons' finance committee that preliminary data showed a decline in output for the third quarter.

Regarding free trade talks with the US and Mexico, only 7 per cent of respondents said the free-trade pact with the US, which became effective into force last year, had helped into the economy.

On the heels of last week's announcement that the government plans a sharp increase in immigrant quotas over the next five years, the poll shows that only 16 per cent of respondents favour more immigrants.

## Bitter-sweet end to 101st Congress

By Peter Riddell, US Editor, in Washington

THE 101st US Congress, which has at last adjourned, is likely to be remembered for a succession of scandals and the bitter budget wrangling rather than for its unexpectedly large legislative achievements.

The two-year term — which started with the defeat of Mr John Tower's nomination as defence secretary and the bitter financial controversy leading to the resignation of Mr Jim Wright as House speaker and Mr Tony Coelho as majority whip — was dominated by arguments over members' pay, ethical and sexual problems and the continuing row over legislators' involvement with the savings and loan crisis.

Yet Congress managed to approve a series of important measures. Because of the divided nature of the government, the Republican White House had to co-operate with the Democrat leadership of both houses.

When the executive and legislature disagreed there was a stalemate, as applied for so long over the budget and still applies over President George Bush's desire to cut capital gains tax.

Mr Bush vetoed 16 measures and none was overridden by the necessary two-thirds majority in both houses. The Senate never overrode although the House did three times. This compares with a similar success rate for presidents Ken-



President George Bush on a visit to Honolulu, ahead of mid-term elections next week

nedy and Johnson.

Apart from the deficit reduction package, the main achievements of the Congress were:

• Clean air. The first big revision for 13 years imposed tough controls on car, power plant and industrial emissions that create smog, acid rain and toxic hazards. Congress also increased shippers' liabilities for oil spills.

• Savings and loan rescue. Approved reorganisation and new controls, but at the last minute failed to approve additional funds as the initial \$50bn (£25.51bn) has almost gone.

• Immigration. The legal inflow will be increased by 40 per cent to 675,000 after 1995, with an emphasis on bringing in skilled workers and reuniting families. It favours European entrants and grants amnesty to 30,000 Irish living illegally in US.

• Minimum wage. Raised to \$1.80 an hour this year and \$1.25 an hour next year.

• Child care. Maximum tax credit for poor families nearly doubled to \$1,700 a year by 1994.

• Defence. Reduced 1991 spending to \$17bn less than last year and cut Stealth and Star Wars programmes.

• Farm. Passed a five-year programme to cut the amount of land eligible for subsidies, although it gives farmers more flexibility to develop profit-making crops. Safeguards for wetlands expanded.

But Congress failed to resolve differences over controls on contributions to campaigns from political action committees and on voluntary spending limits.

Proposals to reverse recent Supreme Court decisions, limiting the effect of federal laws against job discrimination, were passed by Congress but vetoed by the president.

Similarly, proposals to require businesses with 50 or more employees to grant workers up to three months of unpaid leave for birth/adoption of a child or when a family member became ill were vetoed.

## Black candidate offers liberalism its greatest prize

Peter Riddell on Senate race to unseat arch-conservative Helms

IN 1963, Jesse Helms, a popular conservative broadcaster and critic of the civil rights movement, compared the forced and violent enrollment of James Meredith at the University of Mississippi with the quiet integration at Clemson University initiated by a young architect named Harvey Gantt.

Now Mr Meredith is the only black person in a senior position on the staff of Republican Senator Jesse Helms, while Mr Gantt is the latter's Democrat opponent in the Senate race in North Carolina.

Mr Gantt could make US political history in a week's time. If he wins — and he is currently the front-runner — not only will he defeat the archetypal bane of the South, he will be the first black person elected to the US Senate from the south since the Civil War in the 1860s.

In the first 2½ weeks of October Mr Gantt raised \$1.7m, and has \$1.1m in the bank for final advertising. This compares with \$1.2m raised and \$135,000 in the bank for Mr Helms. However, while the Democrat has secured \$5.7m in

scale donors, "the little old lady market", warning of the dire consequences if the senator is not backed.

In 1984, he raised a record \$17m to win by a \$2 to 48 per cent margin.

This year's battle is Mr Helms' toughest. Some of his times sound dated; it is much harder now for the senator to wave the anti-communist banner. So he has turned to his crusade against pornography, in particular an exhibition of homoerotic art which received funding from the National Endowment for the Arts.

To combat the senator's call to restrict such federal money, many American artists have rallied behind Mr Gantt; recent financial contributors have included actors Woody Allen and Paul Newman, and even Playboy chief executive Christie Hefner.

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contributions over the whole campaign, the Republican has raised \$1.1m and is actively fund-raising now.

Mr Helms has personally fought a distant campaign and his main focus has been on aggressive television advertising — arguing that Mr Gantt has raised money in gay and lesbian bars and imports "mandatory" gay rights. The Democrat is portrayed as "dangerously liberal" and "too liberal for North Carolina".

The Democrat has tried to shrug off such attacks, and avoided being forced into a defensive position as his unsuccessful predecessor was in 1984. He has sought to portray himself as the voice of the modernising, new south.

A former mayor of Charlotte, Mr Gantt contrasts his support for the Clean Air Act, better child care, improved education and choice for women in abortion to the senator's opposition to recent measures.

Mr Gantt is smooth and persuasive, yet inexperienced. When asked about the budget on the day of the Senate vote he wailed. The budget fiasco has hardly been mentioned by either candidate.

As so often in the south, it comes back to a question of race. Are voters telling the truth to pollsters, or do they lie about their willingness to vote for a black candidate?

Mr Doug Wilder, the grandson of a slave, was narrowly elected last year in Virginia as the first black governor. But his final result was several points below that suggested by poll.

To win Mr Gantt not only needs a heavy turnout among the nearly 20 per cent of voters who are black, virtually all of whom will support him, but also about 40 per cent of white voters.

The North Carolina election is both a referendum on Mr Helms and a test of how far racial prejudices linger. A white Democrat challenger would by now have been the clear favourite, with the black Mr Gantt it will be a cliffhanger.

## Fujimori presents coca farmers with 'options'

By Sally Bowen in Lima

PRESIDENT Alberto Fujimori of Peru has offered legality to coca-growing peasants through land titling, investment and crop substitution programmes. Coca leaf provides the base for the cocaine drug.

The message, delivered in Mr Fujimori's first big address on the subject of drug trafficking since assuming the presidency in July, was addressed primarily to the US.

It follows Peru's rejection last month of a \$35.9m (10.2m) US military aid package to equip six Peruvian army and marine battalions to support anti-drugs operations in the upper Huallaga valley.

While firmly committing Peru to stronger efforts to curb drug trafficking, Mr Fujimori devoted most of his speech to analysis of the "global context".

Controls could only be effective, he said, if alternative economic strategies and a

political system permitting peasant participation" were established.

A programme for wide-scale coca crop substitution is already under way, Mr Fujimori said.

This was based on issuing legal land titles quickly and easily to coca farmers. They would then be able to raise agricultural loans and credits against their land.

The policy will require substantial foreign financing. It may be difficult for the US to accept that coca growing should be treated, even temporarily, as a legal activity.

Improved transport infrastructure, reform of inland marketing systems, assured buyers and preferential credits for alternative crops are all parts of the Fujimori plan for Peru's coca regions, which produce more than 60 per cent of the world's supply of raw leaf.

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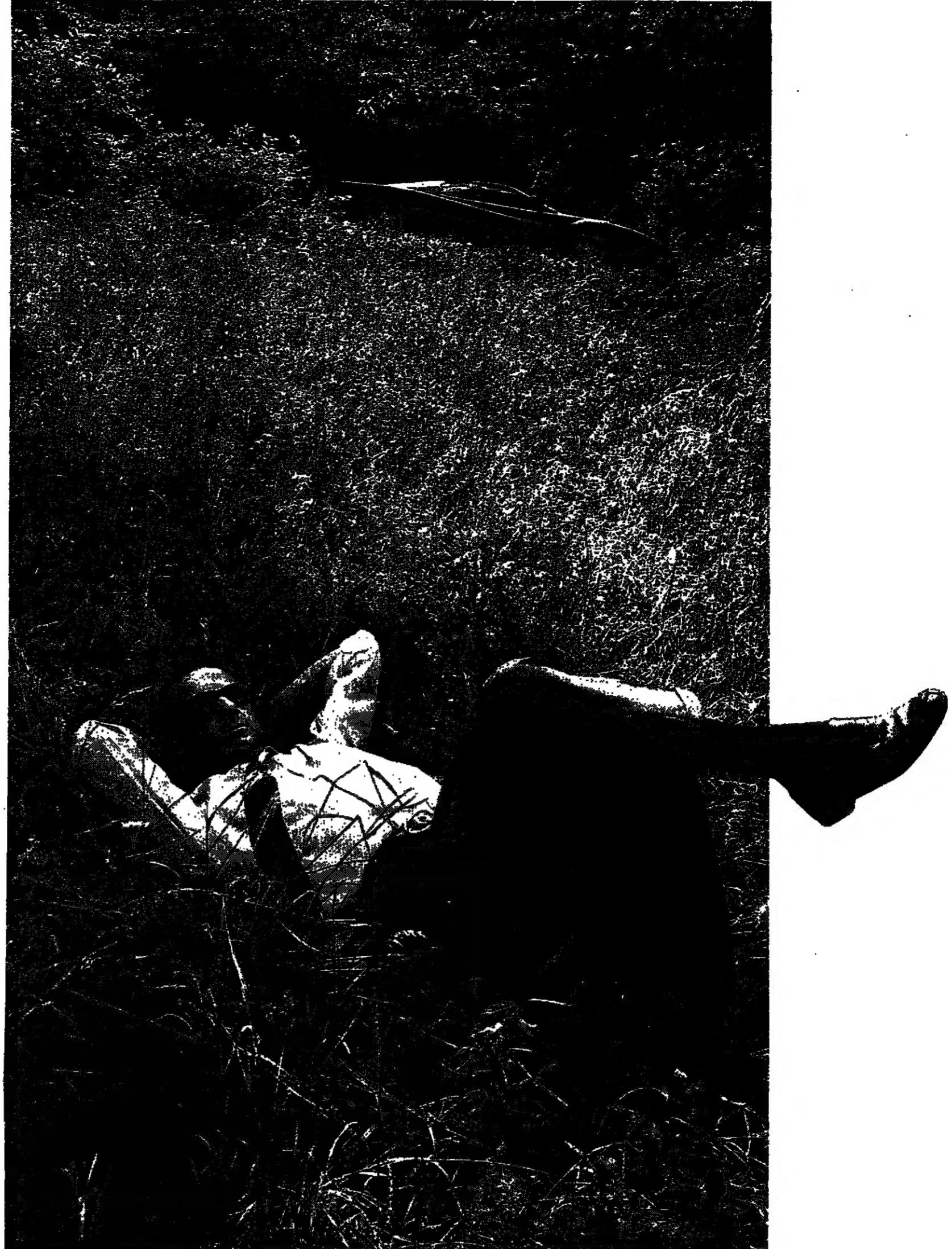
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## INTERNATIONAL NEWS

## ● MIDDLE EAST

## Gulf crisis pushes up air fares for second time

By Paul Betts, Aerospace Correspondent, in Geneva

INTERNATIONAL air fares are set to rise again steeply, both as a result of the Gulf crisis and other severe impositions on the airline industry.

These include inflationary pressures in many countries; the airlines' increasing share of the costs to build new airport terminal facilities; higher air traffic control charges; and the abolition of duty-free shopping, coupled with the application of value added tax to air transport in Europe.

But the immediate pressure is coming from volatile fuel prices, which are forcing the 200-member airlines of the International Air Transport Association (Iata) to seek further increases.

These are likely to involve an average increase of around 10 per cent following the 5 to 7 per cent increase agreed in September to cover the cost of rising fuel prices caused by the Gulf crisis.

Mr Eser said Iata now estimated that the airline industry would report a net cumulative loss of more than \$2bn (£1bn) this year after profits of

\$300m last year and profits of \$1.2bn the year before.

Iata also calculated that a 1 per cent rise in the average industry fuel costs translated into an increase of about \$100m in total airline operating costs.

It warned that the full economic effects of the Gulf crisis and especially its impact on aviation fuel costs would not be felt until 1991.

Industry representatives are, meanwhile, working on detailed contingency plans for the restructuring of air routes over the Middle East in the event of war.

The primary objective appears at this stage to be cre-

ation of a "war exclusion zone" banning all civil flying over a vast territory covering the Middle East and possibly extending to the east Mediterranean and Pakistan.

The repercussions on international air transport would be vast, airline officials warned in private conversations during the Iata meeting.

It would lead to an immediate re-organisation of the busy air routes between western Europe, South-East Asia and the Far East which are a significant source of revenues and profits for western airlines.

The International Civil Aviation Conference (Ica), the aviation technical agency of the United Nations, has set up a task force to monitor the situation in the Gulf and draw up contingency plans against war in the Middle East.

The plans are understood to envisage air strikes not only in the immediate region of the conflict but also over Israel and Arab League states which have aligned themselves with UN sanctions against Iraq.

Some carriers are contemplating diverting some of their Far Eastern and Australasian traffic to Europe via the Pacific and North America instead of the Middle East.



Jim Bolger and wife Joan after the National Party's victory, stand by for "congratulations".

## Saddam faces petrol dilemma

By Robert Graham

A PUBLIC outcry over petrol rationing in Iraq forced President Saddam Hussein to revoke the measures on Sunday and sack Mr Issam al-Chalabi, his long-serving oil minister, whose departure brought open satisfaction yesterday in Baghdad.

But the Iraqi government now faces the problem of how to cut petrol and diesel consumption given the shortage of additives needed to produce these fuels.

Observers yesterday were unanimous that Mr al-Chalabi had been made a scapegoat for an unpopular policy.

It was the first time ordinary

Iraqis felt directly inconvenienced by the United Nations trade embargo. Travel was restricted and the effect of fuel rationing rapidly extended to agriculture.

Mr al-Chalabi, oil minister since 1987, was a respected and internationally known oil technocrat. His job has been taken by Brigadier General Hussein Kamel, minister of industry and military production. He is the president's son-in-law and comes from the presidential stronghold of Takrit north of Baghdad. Mr Saddam has thus used the occasion to add further cohesion to the Iraqi leadership.

Iraq is now likely to raise petrol prices or limit motorists to one tank of fuel a week.

Oil experts said yesterday that Iraq had approximately three months' stocks of motor fuel additives. Iraq's three refineries can process 300,000 barrels a day (b/d) of crude oil. Oil production is currently running at just over \$350,000 b/d.

Iraq has also begun to take some 5,000 b/d from stocks of finished oil products and components from Kuwait's Minia Al-Ahmad refinery. But there are neither maintenance staff nor sufficient operators to sustain a 24-hour shift to make use of Kuwaiti refineries.

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Gulf crisis includes:

- A write-off of \$6.7bn in debt to the US for arms purchases which will save \$1bn a year in servicing. Congress has sent a bill finalising the move for President Bush's approval;
- Cancellation of debts worth \$6.6bn to Arab Gulf states;
- Loans and grants worth \$1.5bn from Saudi Arabia, \$600m from the UAE and a promised \$500m from Kuwait;
- \$400m in concessionary loans from Japan;
- Aid and debt relief from EC countries estimated so far at \$1.5bn, with more to come

Egypt's rewards from the

## Israeli report stirs fresh acrimony over shootings

By Hugh Carnegy in Jerusalem

FAR from stalling the controversy over the shooting dead of 20 Palestinians by Israeli police in Jerusalem's Old City three weeks ago, the official Israeli report on the event has only stirred more angry debate over what happened.

The three-man commission, headed by Mr Zvi Zamir, a former head of the Mossad secret service, did criticise senior police for not averting what it said was a preventable incident. But the report released last Friday differed sharply from other accounts in two key respects and has thus been dismissed as a whitewash by Pal-

estinians and, if anything, increased calls for a UN investigation.

● What started the violence? The Zamir report pins the blame squarely on Palestinians. It says a huge mob incited by calls over mosque loudspeakers, including shots of "Slaughter the Jews", attacked a small police contingent stationed on the Temple Mount, or Haram al-Sharif. It calls this a "serious criminal offence".

Palestinians say the trouble was sparked by rumours that an extremist Jewish group, the Temple Mount Faithful, was about to

enter the Haram (it had been barred from doing so well beforehand). Some Palestinians accounts also speak of tear gas being fired unprovoked into a group of women.

● The use of live ammunition. The Zamir report says live fire was justified "under the prevailing conditions". It says some of this was unprovoked but accepts it happened when police lives were in danger.

In all the debate, however, one aspect that has received little attention is the issue of how Israeli forces confront violence. The Zamir report called for riot control weapons more efficient than tear gas and rubber bullets, but less lethal than live ammunition.

It made no comment on training and protective equipment. Throughout the Palestinian uprising, Israeli forces have been criticised for using excessive force, killing many more people, for example, than police in South Korea or Northern Ireland. Ironically, the paramilitary border police deployed on October 5 is reckoned to be the best trained and most skilled Israeli riot control force.

However, as B'tselem pointed out, the police on the Temple Mount were not even equipped with fibreglass shields, standard riot force kit elsewhere.

## Tension rises in row over Indian temple

By David Housego in Lucknow and K.K. Sharma in New Delhi

TENSION mounted in the north Indian state of Uttar Pradesh yesterday after at least four people were killed in Hindu-Moslem clashes in various towns on the eve of the attempt by Hindu militants to start building a temple at Ayodhya at a point where a Moslem mosque is located.

Officials in the state capital, Lucknow, which is under curfew, were clearly taken aback by the determination of Hindu zealots, thousands of whom have attempted to break a security ring around Ayodhya.

More than 100,000 Hindu militants have been arrested in the last five days. Officials are finding it difficult to find places for them in jails and have started filling schools and colleges with the arrested militants, who include MPs.

In Lucknow, the militants' plans have shattered the traditional amity that has existed there between Hindus and Moslems.

The issue recently led the Hindu fundamentalist Bharatiya Janata Party (BJP)

to withdraw its support from the minority National Front government of the prime minister, Mr V.P. Singh. The government will test its majority in parliament on November 7 when it is expected to fall as a result of the defection.

Leaders of the militants claimed in New Delhi that as many as 10,000 volunteers have penetrated the security ring, although this is probably an exaggeration.

In the desert state of Rajasthan, troops were moved to main towns to prevent a fresh outbreak of rioting which killed 50 people last week. Voting turnout was low.

There were some huge variations in the votes the two candidates received. In one sub-prefecture in the Yamuna region the president received 15,135 votes to 10 for Mr Ghagbo, a 45-year-old history professor. Results for Abidjan, the largest city, a stronghold of the Fpi and scene of widespread electoral malpractice, have yet to be declared. They were expected to show better results for Mr Ghagbo, raising his overall support to between 18 and 25 per cent.

Mr Ghagbo has alleged that there was a "gigantic fraud" in parts of Abidjan, especially in the areas where the Fpi was strongest. In one such suburb, Yapoogou, voting had to be suspended in 100 out of 317 polling stations as angry opposition supporters threatened electoral officers after alleging the government had stuffed ballot boxes.

Results telephoned in to Fpi headquarters from their electoral observers yesterday put Mr Ghagbo narrowly in the lead in Abidjan.

Ian Rodger

## Landslide for Ivory Coast president

By Julian Ozanne in Abidjan

PRESIDENT Felix Houphouet-Boigny, veteran leader of the Ivory Coast, was yesterday heading for a landslide victory in the country's first contested presidential election amid opposition claims of fraud and warnings of civil strife.

Mr Laurent Ghagbo, leader of the Ivorian Popular Front (Fpi), spoke of "massive and primitive cheating" and said he could not guarantee that Fpi supporters would remain calm and not take to the streets.

However, there were no immediate reports of serious violence, although several shops and markets in Abidjan closed early in anticipation of trouble.

Early returns from Sunday's poll showed support for Mr Houphouet-Boigny at between 85 and 90 per cent for his seventh five-year term in office. Voting turnout was low.

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## Sri Lankan economy resilient despite civil war

By Mervyn de Silva in Colombo

THE SRI LANKAN economy has shown "remarkable resilience" despite political unrest, says a World Bank report which foresees sustained growth of 4.5 per cent if the separatist Tamil revolt in the north and east does not worsen and the Gulf crisis is not prolonged.

Sri Lanka, with a growth rate of about 8 per cent after the conservative UNP took office in 1977, ran into trouble with ethnic violence and terrorism. From 1986 to 1988, growth was under 3 per cent.

The World Bank-sponsored aid group last week pledged \$1bn (550m) for 1991, \$130m more than requested, which a central bank official said, made provision for Gulf crisis "shocks". Suffering from higher oil prices, Sri Lanka has lost remittances from migrant workers and revenues from tea sales to Iraq. Of the \$1bn pledged by the aid group in Paris, \$200m is an outright grant, with the balance on concessional terms. Much of it carries 2 per cent interest, repayable in 40 years.

## OBITUARY

## Japanese media magnate

MR Nobutaka Shikimai, former chairman of Fuji Shinkan, one of Japan's leading media conglomerates, has died in Tokyo of liver failure. He was 78.

Mr Shikimai was an executive in the Nikkei, an industry association, in the 1950s, when it was suggested he enter the radio business. He became president of Nippon Broadcasting System - embryo of the Fuji Shinkan group - in 1961, president of Fuji Television in 1964, and president of the Sankei newspaper in 1969. Under Mr Shikimai, Fuji Shinkan became famous for its exhibitions and promotions.

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## Seoul aims for doubling of per capita GNP

By Mervyn de Silva in Colombo

GNP, in terms of current prices, is four times the \$2,500 per head achieved in 1986 and double the \$1,430 this year.

During the life of the plan, the government is to adopt policies to expand the role of the manufacturing sector.

Most of the stimulus behind current economic growth, which is expected to see GNP expand by about 8.3 per cent this year, has come from the service sector and from consumption. Economic officials argue that the shift from man-

ufacturing and exports has been too rapid.

The five-year plan aims to increase the share of manufacturing in GNP from 31.1 per cent to 33.2 per cent. This will include a Won1,000bn (5700m) technology development fund.

Exports are expected to grow an average 9.9 per cent per annum to \$12bn in 1996, while imports will increase by an average of 8.8 per cent to \$13bn on a customs clearance basis. The unemployment rate is forecast to remain constant at about 2.7 per cent.

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The forecast for per capita

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Winter Don Limited  
Cleckheaton  
Musex Don Limited  
Manchester  
The Mycales Company Ltd  
Cirencester  
Nedischmeijer Weert B.V.  
Weert  
Nobis Audio Electronics GmbH  
Stuttgart  
Peradyn Ltd.  
Prestford, Nr. Bath  
Pernolca  
Logroño  
Plastic Omnitum  
Bellignat  
Power Motion Manufacturing  
London, Ontario  
Pressavon Limited  
Stafford-upon-Avon  
S.F. Proffitt  
Walsall

Ford  
 S.A. Ltd.  
 S.M.C. Gmbh  
 Werk Münchsmühle  
 SWK Automobil Gmbh  
 Münchsmühle  
 SWK Auto Electric Gmbh  
 Werk Münchsmühle  
 Schaeffel S.A.  
 Berlin  
 Schmidleiter  
 Schmidleiter Gmbh  
 Schmidleiter  
 Werk Münchsmühle  
 Schmidleiter Fossilextrusions  
 Werk Bremen  
 Schmidleiter Gmbh  
 Heideleben  
 Schmidleiter  
 Cosman  
 Schmidleiter S.A.  
 Alcântara do Nordeste  
 Schmidleiter Deutschland Gmbh  
 Werk Bremen  
 Valeo  
 Europe  
 Yazaki Seimitsu  
 Paris  
 WEP Ltd & Index Locking Ltd.  
 Wolverhampton  
 Theo Zeiter AG  
 Flensdorf



## AFTERMATH OF THE ROME SUMMIT

## Farm impasse is blow to hopes for Uruguay Round

Developing countries will have no incentive to make concessions in other areas, writes Peter Montagnon

WORLD leaders may yet discover a magic formula for averting a total collapse of the Uruguay Round, but there is no doubt that the four-year effort to reform the world trading system is in deep trouble after the Rome summit.

The failure by European Community heads of state to agree on cuts in farm support has called into question the prospect of serious negotiation continuing on the other 14 items on the Uruguay Round agenda. With the end of the Round just five weeks away, it is increasingly unlikely that many of the most ambitious reforms even contemplated by the General Agreement on Tariffs and Trade (GATT) will see the light of day.

Yesterday an atmosphere of numb dismay prevailed among the dedicated army of international trade diplomats who have spent the last four years poring over the technicalities of the Round, from trade in services to textiles and intellectual property. Many felt that the outcome had passed out of their hands.

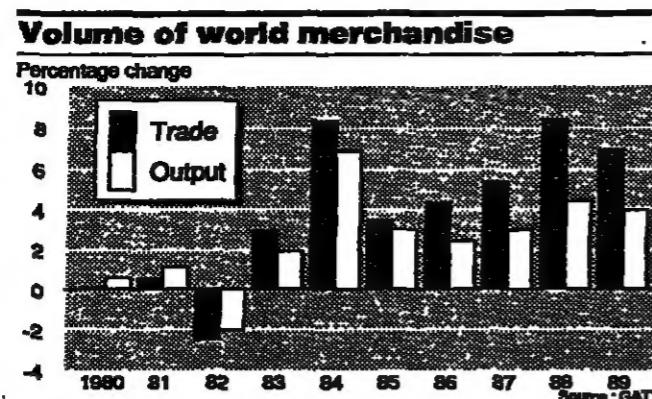
Some farm exporting countries, such as Argentina, have already threatened to walk away from the talks if the big industrial countries fail to concede cuts in subsidies. The 13 countries of the Cairns group of agricultural exporting countries, to which Argentina belongs, are to hold a ministerial meeting in Geneva next week. But, despite the firm stand taken by Buenos Aires, they are far from united about using the occasion to withdraw from the Round.

"I personally don't favour that," said Mr John Crosbie, Canada's Trade Minister, yesterday. "The subject under discussion is too important."

The risk is that, if the Cairns countries do walk out, they will be blamed for the ensuing failure of the Round. They may forfeit even any modest cuts in subsidies to which the EC might eventually agree. Yet, even if they stay, most will now have little appetite for making concessions in areas other than farming.

The Rome summit has shown that the EC still cannot agree internally on a package of farm cuts in any case deemed insufficient by the US and by the Cairns group. Even if EC leaders eventually change their mind, their farm officials will have little negotiating leeway in the Uruguay Round.

Consequently developing countries will have almost no incentive to make the concessions



October 1990 29	November 1990 2	November 1990 4	November 1990 6	December 1990 3	March 1991 1
GATT CONSIDERS CALLING CRISIS MEETING	TNC INFORMA... CRISIS MEETING IN GENEVA	CAIRNS GROUP MINISTERS MEET IN GENEVA	INFORMAL CRISIS MEETINGS TO TAKE DECISION	BRUSSELS MINISTERIAL MEETING STARTS TO WRAP UP GATT ROUND	US FAST-TRACK NEGOTIATING AUTHORITY EXPIRES

European Community farm and trade ministers will meet in Brussels next Monday to determine the EC position on farm subsidies at GATT talks, it was announced yesterday. Reuter reports from Brussels. Their failed meeting on Saturday had charged Mr Renzo Ruggiero, the Italian trade minister, to work out a plan of action.

## 'Big Seven' urged to salvage trade talks

By William Duffin in Geneva

THE INTERNATIONAL Chamber of Commerce (ICC), representing business throughout the world, has called on the heads of government of the seven big industrial nations to rescue the Uruguay Round trade talks.

The ICC represents over 7,500 companies and business associations in 110 countries.

Mr Peter Wallenberg, ICC President, said in an open letter sent to capitals at the weekend that it was time for the leaders to fulfil the pledge they gave at their summit meeting in Houston in July to "maintain a high level of personal involvement and to exercise

the political leadership necessary to ensure the successful outcome of the Round".

Conflicts over agricultural reform, the \$90bn-a-year world business in services, trade in textiles and clothing, and several other crucial issues, threaten to wreck the four-year trade talks even more vital, in view of the threat of recession and rising inflation, to end in December.

Failure would place the future of the open multilateral trading system in jeopardy and pose a grave threat to investment and jobs, Mr Wallenberg said in his strongly-worded letter to heads of state and government in Canada, France, Germany, Italy, Japan, the UK

and the US.

Unexpected political and economic events had abruptly and adversely altered the outlook for the world economy since their July summit. Now the need for an "unambiguously successful outcome" to the trade talks was even more vital, in view of the threat of recession and rising inflation, to end in December.

Failure would place the future of the open multilateral trading system in jeopardy and pose a grave threat to investment and jobs, Mr Wallenberg said in his strongly-worded letter to heads of state and government in Canada, France, Germany, Italy, Japan, the UK

and the US.

Leaders of the seven trading powers should fulfil their Houston pledge and give clear instructions to their negotiators to resolve the issues continuing to divide them. Decisions were particularly imperative in the negotiations on agriculture.

It was inconceivable for the ICC that a sector so heavily protected for far too long from the normal disciplines of market forces, at enormous cost to taxpayers and consumers, should be allowed to endanger the whole multilateral trading system and the huge potential expansion of world trade in

manufactures and services, Mr Wallenberg wrote.

The ICC's step came as European Community leaders at the weekend failed to resolve a dispute over farm subsidies which has prevented the European Commission from even tabling an offer on agriculture in the Uruguay Round talks.

The EC had to stop dragging its feet on farm reform, Mr Wallenberg said in his letter.

The US had to adhere to the Houston undertaking that no sector should be excluded from an agreement on services. Japan had to demonstrate a more positive attitude generally to the aims of the talks.

Meeting suspended after deadline is passed

## Anti-dumping negotiations deadlocked

By William Duffin

NEGOTIATIONS on anti-dumping, a critical issue for Japan and other Asian exporters in the Uruguay Round trade talks, are deadlocked.

Mr Charles Carlisle, deputy director-general of the General Agreement on Tariffs and Trade, suspended the talks on Saturday after the deadline for reaching an agreed text on amendments to GATT's anti-dumping code had passed with no accord in sight.

Two-thirds of the dozen delegations which for the past seven weeks have been intensively discussing the dumping issue in a special group under Mr Carlisle's chairmanship, agreed that there was no point in continuing.

Dumping will now be referred to GATT director-general Admire Dunkel's "green room" where senior negotiators attempt to resolve issues that have arrived at impasse.

An export dump when he sells a

product on a foreign market at a price lower than on his domestic market. In the view of Asian exporters, the GATT code, which allows countries to impose anti-dumping duties on products sold in this way, has been increasingly abused in order to protect home industries vulnerable to foreign competition.

The most publicized instances have been the EC's changes on imports of Japanese consumer electronic goods and US action against steel imports, but many other imported products have been hit. It was agreed that the GATT rules needed to be tightened and refined, so that dumping could operate under more stable and predictable conditions. But in the Geneva talks, the Asians' demand for stricter discipline on governments' anti-dumping practices attempt to resolve issues that have arrived at impasse.

At the same time, the Asians have been reluctant to agree to the tightening of rules against circumvention of anti-dumping duties by exporters who assemble products from imported components within a foreign market or assemble in a third country. Japan, for instance, argues that in many cases these exports have merely been taking national investment decisions.

On Saturday, practically no progress had been made on 16 points listed by Mr Carlisle as calling for speedy agreement. Negotiators were still at odds over such elementary issues as how to decide when a product is being dumped and ways of determining whether imports of the product are in fact injuring sales of domestic products.

On the anti-circumvention rules sought by the US and the EC, "we're getting nowhere", one negotiator reported.

## MEXICO MOUNTS A CHALLENGE TO THE US OVER TV AND CEMENT

By William Duffin

MEXICO is challenging US anti-dumping action against two of its leading exports, cement and colour TVs, William Duffin writes.

It has decided to invoke the dispute settlement mechanism provided for under the anti-dumping code of the General Agreement on Tariffs and Trade.

In a first step yesterday, it tabled a request for the start of consultations with the US authorities.

The Mexican government was very concerned about the US tendency to target Mexican products, just as they had begun to succeed in international competition, Mr Jesus Seade, ambassador to GATT, said.

In August, Washington had imposed an average duty of almost 60 per cent on imports of Mexican cement based on alleged "regional dumping", Mr Seade added.

Mexico believed that this method,

based on the effects of imports at the regional rather than the national level, did not conform with GATT rules.

Mexico's cement industry, with nearly 30 plants, was among the most efficient in the world, producing around 25m tonnes last year.

It was no secret that behind US producers' anti-dumping complaints were multinational concerns which were trying to undermine Mexican competition, Mr Seade claimed.

The colour TV case involves alleged circumvention of anti-dumping charges. US industry claims that colour picture tubes from countries already under anti-dumping duties in the US, are being shipped to Mexico's in-bond industry sector for assembly there.

So far, the US authorities have only started an inquiry into the allegation. In the television case, Mexico was working together with Canada, Mr Seade said.

## The Franco-German roadblock

By David Buchanan in Brussels

THE European Community impasse over GATT shows, once again, that joint opposition by France and Germany can be as solid a roadblock to Community decisions as their joint action in powering the EC.

Technically, France and Germany could be outvoted. On an issue like this which can be decided by so-called qualified majority in the Council of Ministers, these two countries have only 20 votes. This is three votes short of a blocking minority. But need one more country (not Luxembourg which has only two votes) to join them -

and GATT farm reform is scarcely popular - to create such a block.

Politically, there are two reasons for not forcing the issue to vote. The good, and perhaps compelling, reason is that the Community wants to preserve the appearance of maximum unity in the GATT power game with the US.

The bad reason is that no one believes that the French and German would, as one senior EC official put it yesterday, "would ever let themselves be outvoted".

## Plan to cut import tariffs on natural resources

By William Duffin

SUBSTANTIAL worldwide cuts in import charges on forest and fish products, ores and minerals and non-ferrous metals are now foreshadowed in the Uruguay Round trade talks. Trading involved amounts to \$235bn (£113.1bn) a year.

Mr Lindsey Duthie, chairman of the group negotiating the liberalisation of trade in natural resource-based products, has circulated on his own responsibility the text of an agreement that could be presented to trade ministers at the

conclusion of the Round in December.

Under his programme customs duties on imports of raw materials in the four sectors would be abolished. All existing tariffs of 3 per cent or lower on semi-processed or processed products would be eliminated.

Tariffs over 3 per cent would be cut under a formula ensuring that the higher the present rate, the deeper the reduction. A 20 per cent tariff, for instance, would drop to 9 per cent.

During 1991, a newly-constituted GATT committee would

identify all forms of industrial assistance, including governmental subsidies, granted to natural resource-based products and establish ways of eliminating their trade-distorting effects.

The committee would apply a similar exercise to export controls.

In September, some countries will vote frustration over the meagre results from the negotiations on natural resource-based products, which form one of the four areas where GATT's classical market-

opening processes were expected to liberalise trade under the Uruguay Round.

The other areas are general tariff reductions, an overall lowering of non-tariff barriers and the tropical products of special interest to developing countries.

By tabling the text of an agreement on natural resources, Mr Duthie hopes to gather support for it in the five weeks before the trade ministers meet in Brussels. But he has made it clear that his draft can still be amended.

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a Schweppes tonic is as good with just the ice and the slice, as with the gin.

The second was to lower the production costs. To achieve this, we've been investing in our bottling network.

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The third was to build a portfolio of

soft drinks wide enough to cater for all tastes. We've achieved this in two ways. First, by acquiring new brands such as Crush, Canada Dry and Oasis. And second, by creating new brands by combining unexpected flavours. Ginger ale with raspberry or cherry for instance (well, we did say all tastes).

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market leader in the still fruit drinks sector.

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MANAGEMENT PROVEN IN THE MARKET PLACE

## UK NEWS

## Watchdog criticises overseas car advertising

By Raymond Snoddy

THE ADVERTISING Standards Authority yesterday attacked a number of car manufacturers, including Nissan and Toyota, for a resurgence of advertisements using the speed of their vehicles - up to 155mph - as the selling point.

The authority upheld a complaint against Toyota (GB) for a national press advertisement on the Toyota Lexus headlined: "It's capable of 155mph. So why did it take six years to get there?"

Nissan UK also had a complaint upheld against it for an advertisement on the £35,000 300 ZX captioned "the sports car with greatest thrust upon it" which included references to "controlled aggression... seduced by its scorching performance".

The advert also referred to a "governed top speed of 155mph".

The ASA criticisms come in the authority's half-yearly survey which looked at all car advertisements carried in the print media in June and July.

Of the 64 advertisements monitored, the ASA says, 13 carried "unacceptable references to speed". Action was taken on six of those, and the other seven, including the Toyota and Nissan advertisements, were also the subject of public complaints.

The authority said yesterday that Saab and Renault advertisements were also picked up both by the ASA monitoring exercise and involved complaints from the public.

The authority said it did not object to factual information on acceleration times and top speeds because that was valid information that the consumer should have.

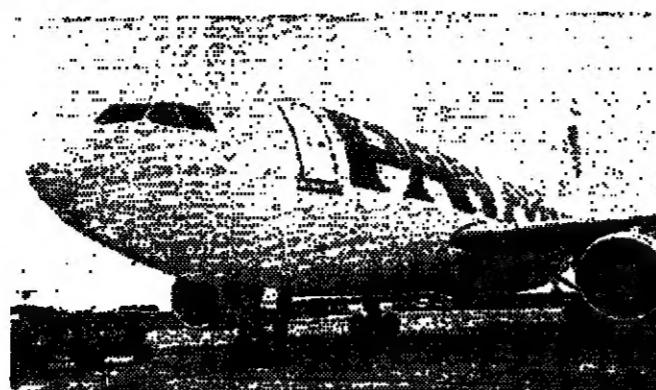
Mr Michael Copeland, Toyota director of external affairs said: "We think the whole thing had been blown totally out of proportion."

"Nearly every car on the road is capable of more than 70mph."

### AIR ROUTE ALLOCATIONS

## Anglo-American dispute looms as airlines wrangle over Pan Am slots

By Paul Bettis, Aerospace Correspondent, in Geneva



Pan Am: a row may erupt over its routes to London they have precedence over United.

Mr Cecil Parkinson, the transport secretary, is unlikely to allow United at this stage to fly to Heathrow.

The government is conducting a review of slot allocations at Heathrow which will only be completed in March, airline officials indicated yesterday.

The European Commission is also conducting its own review of airport take-off and landing slots at congested European airports. United is hoping to start operating the Pan Am routes by next spring.

Airline officials, however, believe United faces an uphill

long haul destination than Gatwick.

In the UK, Mr Richard Branson's Virgin Atlantic Airlines has been vigorously campaigning for access into Heathrow for long haul services to the US and the Far East.

British Midland Airways, the second tier UK airline, is also seeking more slots at Heathrow.

The battle over United's bid to fly to Heathrow is now expected to precipitate a review of the existing Bermuda 2 air services agreement between the UK and the US.

European airline traffic to the Middle East dropped considerably because of the Gulf crisis and passenger growth in Europe slowed in September, the Association of European Airlines said yesterday.

The 21-member AEA said "Near and Middle East routes declined with a bigger cash offer for the UK routes, spent nearly \$200m earlier this year to buy the TWA Chicago to Heathrow route rights."

September figures showed it

declined by 15.2 per cent compared to last year. The September increase in European traffic, meanwhile, was 7.5 per cent compared with an average growth of 13 per cent in the first eight months of the year, the AEA said.

RA review, Page 20

American, however, was told it would have to operate out of Gatwick under the existing rules banning new entrants into Heathrow. American is still anxious to operate out of Heathrow which is regarded as a significantly more attractive

against.

Roughly three-quarters of the businesses said Britain would benefit from entry into the European exchange rate mechanism, although of these companies nearly half said they thought the timing of entry earlier this month was politically motivated.

Three-quarters of the companies, meanwhile, think that Britain is either in a recession or will experience one soon.

The survey, conducted over the past three weeks and directed at senior marketing managers, showed large differences between specific industrial sectors in views about the effects of the economic slowdown in Britain.

Only 16 per cent of service companies in the survey thought that a recession was already apparent, compared to 40 per cent in retailing.

A further 40 per cent of retailers, however, was sufficiently encouraged by the recent cut in interest rates to believe that Britain's economy

was picking up. This was a view shared by only about a quarter of the companies in the survey in the fields of manufacturing and retailing.

Of the total companies contacted, 25 per cent said they thought Britain was in a recession, while a further 47 per cent believed a recession would take place next year.

UK Marketeers - Expenditure Intentions and Attitudes, 249, available from Management & Marketing Strategy Analysts, 21 Philbeach Gardens, London.

## Companies welcome idea of single currency

By Peter Marsh, Economics Staff

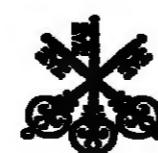
NEARLY 50 per cent of British UK companies would welcome a single European currency, according to a survey by Management & Marketing Strategy Analysts, a business consultancy.

The survey showed that the idea of a single currency was popular among nearly half the 114 companies questioned, although 25 per cent were opposed.

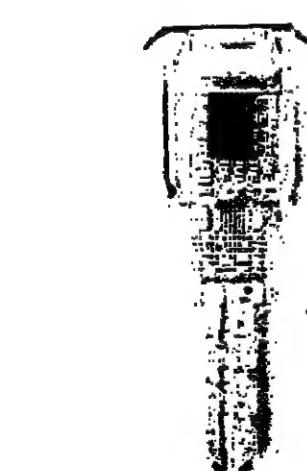
Two-fifths of the groups supported the notion of a single European bank, with one-third

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### BRITAIN IN BRIEF



#### UK retains right to dump at sea

Britain may be involved in a row over the disposal of nuclear waste at sea during the meeting of the London Dumping Convention this week.

The states that have signed the convention have observed a moratorium on nuclear sea dumping since 1983, a policy due to be reviewed in 1991.

The subject could be raised at this week's meeting. Some countries are expected to press for the moratorium to be lifted and radioactive dumping to be resumed in the Atlantic and Pacific.

A spokesman for the Ministry of Agriculture, the department which negotiates on the convention, said that the recent policy document on the environment made Britain's position clear. "We want to keep open the option of dumping solid radioactive waste in the deep ocean."



The town of Cambridge, home to one of the UK's leading universities, has proposed a controversial bicycle ban. Students at Cambridge University (pictured above) have traditionally owned bicycles as a means of getting to lecture halls. However, the local council now wants them banned from the town centre between 10am and 4pm.

The move has angered university authorities and the row may even require government intervention.

although that is unlikely in the short term because of budgetary restraints.

owner of the Bowbells, and Captain Douglas Henderson, master of the Bowbells.

#### Accountant body to specialise

The Institute of Chartered Accountants in England and Wales, the UK's largest professional accountancy body with more than 90,000 members, is planning to set up several internal "facilities" in order to make itself more relevant to members' needs.

The first will be for tax

practitioners, the institute said. The aim will be to create a specialist body to serve the technical needs of chartered accountants who work mainly as tax advisers.

#### Decision on Thames tragedy

A High Court judge is to rule on whether the decision by the Director of Public Prosecutions not to charge anyone with manslaughter after last year's Marchioness disaster can be challenged.

One of the survivors of the River Thames collision

between the pleasure boat Marchioness and the dredger Bowbells, in which 51 people died, has asked Mr Justice Nolan for leave to seek a review of the decision.

Mr Dominic Langlands-Pearce, whose wife died in the tragedy, wants the DPP, Mr Alan Green, QC, to bring manslaughter and other charges against Tidal Crises, owner of the Marchioness, Ready Mixed Concrete group,

#### Rolls-Royce deal breaks for tea

A dispute over a morning tea-break is preventing Rolls-Royce Industries, the aerospace group, from completing negotiations on a shorter working week for its 20,000 manufacturing workers.

The group has concluded an agreement with manual workers at eight of its nine plants where blue-collar workers are employed.

Agreement has still to be reached at the group's factory in Levene, in southern England. The outstanding issue is the company's proposal to abolish a fixed-time morning tea-break.

#### Child support body proposed

A absent parents who fail to pay for the maintenance of their children will be pursued by a new Child Support Agency under proposals announced by the government.

The agency will collect information on the incomes and obligations of parents, make legally binding assessments of payments and enforce them where necessary.

In a policy document entitled Children Come First the government declares its determination to ensure that "parents honour their responsibilities to their children whenever they can afford to do so".

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## UK NEWS

Labour agreement at Japanese plant

## Pioneer agrees no-strike deal with electrical union

By Michael Smith

PIONEER, the Japanese consumer electronics company, has chosen Britain's electricians' union, the EETPU, as the only union to represent its workers at a new plant in northern England.

The single-union deal is a setback for other unions affiliated to the Trades Union Congress, the umbrella group for most of the country's largest unions.

The no-strike deal follows another victory for the EETPU at a plant being built near Cardiff by Robert Bosch, the West German engineering company.

It will boost the electricians' hopes of being chosen by Toyota, the Japanese car manufacturer, for its proposed plant in Derbyshire, where more than 3,000 people may be employed.

Pioneer is investing nearly £20m in a factory being built at Wakefield, northern England, to make compact disc players, other audio products and audio-video laser disc products for the European market. The company plans to take on the

first 100 workers from next March and the EETPU says that up to 1,000 could be employed eventually.

The EETPU was competing with four TUC-affiliated unions to win the Pioneer deal - the TGWU and GMB general worker unions, the AEU engineering union and the MST general technical union.

Pioneer said the main reason for choosing the EETPU was that the union was closely associated with the company's business sector and technology.

The company was also influenced by the experience of other Japanese companies which had "good relations" with the EETPU.

However, the EETPU's promotion of no-strike agreements played a significant part in the decision. Mr Peter Forster, personnel director for the Wakefield plant, said Japanese management of Pioneer had been worried about the possibility of strikes in Britain.

The EETPU has been heavily criticised by other unions for

its willingness to enter no-strike agreements. Two years ago it was expelled from the TUC for refusing to withdraw from two no-strike agreements which caused inter-union disputes.

The choice underlines the EETPU's success in winning single union deals at greenfield sites. Mr Eric Hammond, EETPU general secretary, said the union had 45 single-union agreements, more than any other union, and about a dozen of these have been signed since its expulsion from the TUC.

The union has done particularly well in winning deals with Japanese companies setting up in Britain, although other unions have won significant agreements too.

The AEU's single-union agreements include those at the Nissan, Komatsu and NSK Bearings plants in the north-east of England and the Sony factory in Brigand.

The GMB is the only union recognised by Matsushita in Cardiff and Sumitomo in Washington.

## Apple Corps challenges namesake on trademark

By Raymond Hughes, Law Courts Correspondent

APPLE Corps, the company owned by the former members of the Beatles pop group, has begun a court hearing to seek a worldwide ban on the use of the Apple name on equipment for synthesising music designed by the California-based Apple Computer group.

At the centre of the dispute is the Midi - musical instrument digital interface - equipment designed to synthesise music, made and sold under the Apple mark by Apple Computer.

In the hearing, which began yesterday in London and may last up to 14 weeks, Apple Corps alleged that Apple Computer had broken a 1981 agreement settling out the computer company's rights in relation to the Apple trademark.

Apple Corps, which has trademark protection in 27 countries for its distinctive Apple mark, asked Mr Justice Fiske - the judge - for damages for breach of contract and an injunction restraining Apple Computer from setting in breach of the agreement by seeking to have its similar Apple mark registered in the US.

Apple Computer contends that the agreement is unenforceable and that Apple Corps' attempt to enforce it breaches the Treaty of Rome.

Mr Gordon Pollock, QC, for Apple Corps, said Apple Computer entered into a carefully drafted agreement in 1981 to ensure that it could use its Apple trade mark in relation to computers, while ensuring that that use did not impinge on Apple Corps' use of its mark in the music sphere. This was reaffirmed in another agreement in 1988.

## Midland fails to sell leasing subsidiary

By David Lascelles, Banking Editor

MIDLAND BANK, one of the UK's leading clearing banks, has failed to find a buyer for Forward Trust, the leasing subsidiary which it wanted to sell to realise additional capital.

Midland said yesterday that while it had received several expressions of interest, negotiations had shown that no one was willing to offer an acceptable price, and no would-be buyer had made an offer.

Midland was looking for a substantial premium over Forward Trust's net asset value of £20m.

Midland, however, said difficult market conditions and the deterioration in the economic climate caused by the Gulf crisis had complicated the talks.

For Japanese banks, the decline in the Tokyo stock market was a further factor in their reluctance to add to overseas commitments.

Forward Trust, the UK's third largest leasing company, has assets of £430m and made pre-tax profit of £45m last year. It is a self-contained unit within the Midland group with

its own client list; business lines include leasing, point of sale consumer finance and factoring.

Failure to find a buyer marks a setback for Midland at a time when it needs to strengthen its balance sheet.

Although capital ratios are in line with international requirements, its provisions against Third World loans are lower than other UK clearing banks.

The bank yesterday said that no other parts of the group were currently for sale, although this did not mean that it had decided against further disposals.

Midland's failure to find a buyer for Forward Trust is likely to be a further factor forcing a delay in its proposed merger with the Hong Kong and Shanghai Bank, which should have taken place at the end of this year.

The difficulties facing both banks are expected to lead to a decision next month to postpone the merger until next year.

## Amstrad view of EC plan queried

By Michael Skapinker

A FORMER computer designer at Amstrad has disputed the claim by Mr Alan Sugar, the electronics group's chairman, that a proposed European Community software directive would make it impossible for the company to manufacture in Europe.

Mr Alan Sugar, who left Amstrad last week, said Mr Sugar was being unduly alarmist about the directive, which is aimed at preventing software piracy.

Mr Sugar wrote to Mr Peter Liley, the trade and industry secretary, last week saying the

directive would prohibit "reverse engineering" - the legitimate examination of other manufacturer's products which enables companies to make products compatible with manufacturers such as IBM.

Amstrad argues that the UK government has made proposals that would upset EC attempts to make the anti-piracy directive acceptable to European manufacturers.

Mr Sugar said IBM publishes most of the software information needed for the design and manufacture of compatible products.

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## UK NEWS

## Tourism insulates Cumbria from recession

The north-west is well placed to weather an economic squall, says David Lascelles

THE crisp autumn air is in the fells, and the colours are turning gold and brown.

The Lake District in north-west England is a good place to escape Britain's economic malaise, and that may be one reason why the county of Cumbria is suffering less than many others.

A record 1.5m tourists will pass through by the end of this year, spending an estimated £300m. Even now, the season is far from over, the "late break" trade is getting into full swing.

In Windermere, the busy heart of the district, unemployment is a mere 1.5 per cent, and it is difficult to imagine here that other parts of the country are being gripped by hardship.

In Cumbria as a whole, the unemployment rate is higher - 5 per cent. But it went up only 0.1 percentage points during the summer, and is still well below the national rate of 6.5 per cent, let alone the overall rate for the north of England of 9.7 per cent.

Even allowing for the fickle nature of tourism and the large numbers who come from outside the county to take up the seasonal jobs, this is a useful cushion.

Ten years ago, the collapse of traditional industries on the west Cumbrian coast - mainly iron and coal - threw thousands out of work and pushed unemployment in some places to above 20 per cent. But the county has made a game effort to get back on its feet, playing heavily on the positive political and natural - environmental.

Today the largest industrial employers in the region are well-insulated against the swings of the economic cycle.

VSEL, the newly independent builder of nuclear submarines, employs 14,000 and is busy for the time being.

Even unemployment fell over the past three months. The busy M6 "corridor" has helped.

In Ulverston, home to electronics companies such as Oxytec and MARL, they have difficulty filling all the skilled job vacancies.

The county's industrial base is much better equipped to cope with a downturn," says Mr Mike Heaslip, the industrial development officer for west Cumbria.

By contrast, the county capital Carlisle in the east, where business is tilted much more towards service industries such as transport, has actually seen unemployment fall over the past three months. The

of years' time. By then, BNFL's expansion will be complete and the construction jobs will go.

At VSEL, the uncertainties about the long-term future of the defence industry will also take its toll on job numbers.

"It's highly unlikely that we shall be able to maintain present employment levels," says Mr Noel Davies, VSEL's chief executive.

"It's going to require enormous changes in attitudes by management; the employees and by Barrow."

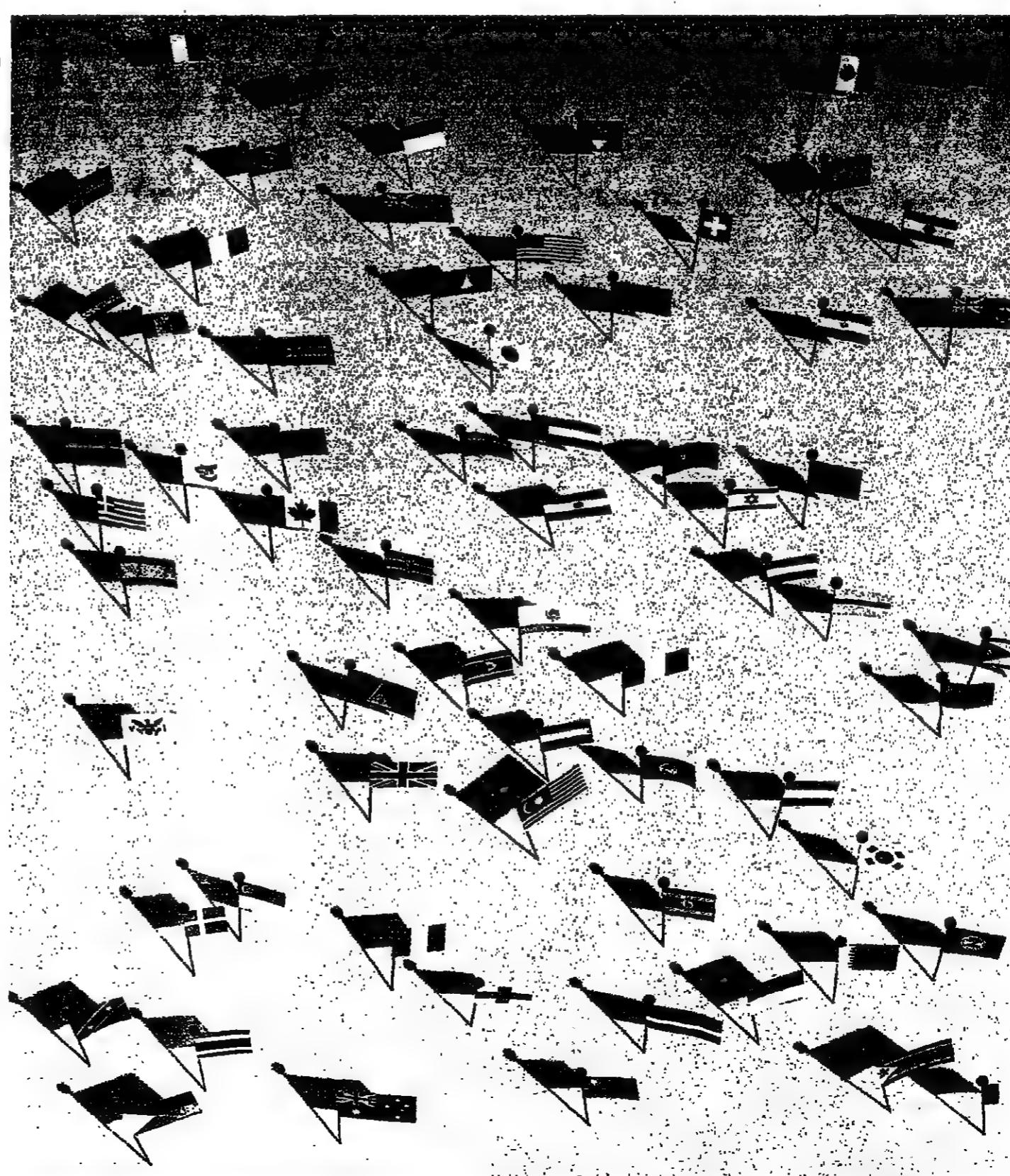
But one thing that Cumbria has learnt from the traumas of the last decade is to plan ahead.

In Workington, the local and county councils have got together with businessmen to form the West Cumbria Development Agency. This is linked to a fund into which BNFL is putting £1m a year for 10 years, and the councils some additional money, in order to finance several thousand long-term jobs.

In Barrow, another county council initiative, Project Furness, is transforming the old iron works site into a new industrial park with the help of a £7m derelict-land grant. That should generate another 1,000 jobs by the mid-1990s.



British Nuclear Fuels at Sellafield (above) is a tourist attraction and a major source of employment in the region



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## TECHNOLOGY

## A boost to IBM's PC line

INTERNATIONAL Business Machines will today announce additions to its personal computer line that will redress the performance advantage currently held by Compaq and other PC manufacturers.

New models of the company's PS/2 machines will cater for the differing needs of personal workstation users, multi-user computer systems and portable computing.

The fastest desktop machine is designed for software developers, computer-aided design engineers and those involved in mathematical analysis. This is the model 90 with a 33 MHz Intel 486 processor. It is approximately 33 per cent more powerful than any 18MHz PC previously announced and delivers more than 50 times the processing power of the original IBM PC introduced in 1981.

The model 90 will have more expansion room than the current range of desktop machines, the model 70, and will feature a high resolution graphics display standard called the extended graphics array. It will provide higher performance and more colour capability than IBM's present high resolution graphics standard.

The model 95 is equally powerful but is packaged in a floor-standing cabinet and provides additional expansion room for hard disk drives and optional adaptors. It is aimed at the multi-user market, either using local area networks or running software under Unix.

Both models can be equipped with 35 MHz 386, 25 MHz 486 or 33 MHz 486 processors. A special connector can be used for additional memory or a second processor - theoretically doubling the machine's performance.

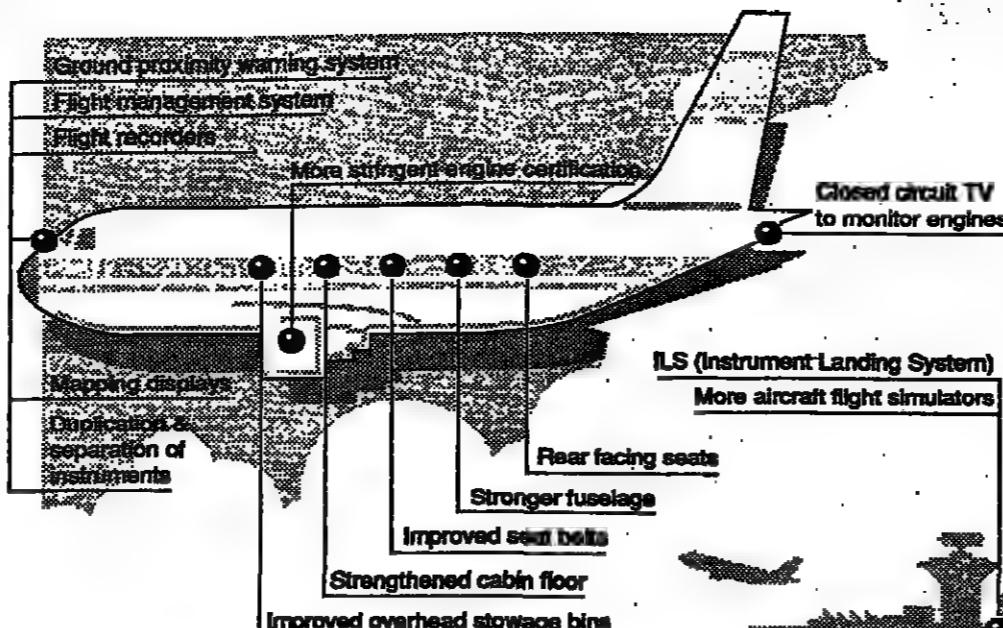
In addition, the machines come with a feature which allows the less powerful models to be upgraded to the highest processor specification for much less than the cost of replacing the entire machine.

IBM will also announce the availability of a more elegant version of the OS/2 operating system. OS/2 1.3 runs faster, uses less memory, provides greater printer support and is compatible with the popular Microsoft Windows 3.0.

Paul Lavin

Paul Abrahams charts the developments which have helped lessen the risk of airline accidents

## Safer ride to the wide blue yonder



which does not exist in the US, is conducted on a no-blame basis.

• Flight management systems. On the more recent aircraft manufactured by Airbus Industrie, the four-nation European consortium, a computer is installed containing algorithms which maximise the response of the aircraft in a dangerous situation, without the risk of stalling.

• Mapping displays. These show the photo exactly where

CFM56-3B3 engine, which powered the earlier Boeing 737-300 airliner.

The CAA says the CFM56-3C1 engine had not been tested in a fully instrumented condition - powering the Boeing 737-400 in flight. This meant that the vibrations and blade failures that led to the Kegworth crash had not been detected during the testing that was supposed to uncover just such problems.

Ground test running of an engine should involve the simulation of operation at the altitudes the engine will experience in airline service, but at best these simulations, by definition,

are only approximations to the reality of operation at altitude. More instruments can be used, but less realistic atmospheric conditions.

Derivative engines, until the Kegworth crash, had less stringent testing and certification requirements for airline service.

With the inadequacies and approximations of present simulation techniques, the Air Accidents Investigation Branch is insisting that future testing should be carried in the air.

This requirement will lead inevitably to the development of new designs of instrumentation for testing and moni-

toring the engines as thoroughly in their real environment as is possible in large ground test facilities, where the instrumentation is comprehensive, but the atmosphere is unreal.

Sneecma said in Paris that the "technical flaw" in its derivative engine would have been seen immediately if it had gone through the full certification process required for new engines. It acknowledges that the flaw did not show up in the normal, but less rigorous certification process for derivative engines.

Lynton McLain

even triplicated and then installed in different parts of the aircraft, so that if one fails the aircraft will still fly.

One of the most important observations of the report by the Air Accidents Investigation branch of the UK Department of Transport last month into the Kegworth accident, when a British Midland Boeing 737-400 crashed near East Midlands Airport, is that crashes are becoming more survivable.

One reason for this is that aircraft frames and cabin floors are stronger than they used to be and are less likely to break up on contact with the ground. Most of the 47 fatalities in the Kegworth crash were in the areas where the airframe and floor collapsed.

That was more than two

## Unix alone is not enough

By Louise Kehoe



### TECHNICALLY SPEAKING

OSF decided to scrap its original plans to base OSF/1 on IBM's AIX version of Unix and instead adopted Carnegie Mellon University's "Mach" as the basis of its new program.

The delay cost OSF dearly. Last year, rivals AT&T and the closely allied Unix International industry group launched their own "unified" version of Unix called V.4 and it has already been widely adopted. While OSF and others were mulling the pros and cons of different varieties of Unix, the computer world moved on.

The critical issue now facing computer users and manufacturers is how to make computers work together on networks. In this context, OSF/1 seems less important than it did in May 1988. But the OSF should not be dismissed as insignificant. The group has contributed greatly by encouraging support for software standards among the world's largest computer companies. What is more, OSF is working on a software product that could be of far greater import.

The group plans to introduce next year its "Distributed Computing Environment" (DCE), a set of programs that will make it possible for different types of computers linked on a network to work together, appearing to the user to operate as if they are a single system. Significantly, DCE is a facility that can be used both with Unix and to proprietary operating systems.

Already, Digital plans to incorporate DCE in a new version of its proprietary VME operating system. Until now open systems have been synonymous with Unix. If OSF's DCE lives up to its promise, operating systems software will no longer be the criterion that determines whether computers are compatible.

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LISBON		Mon. Tues. Thurs. Fri. Sat.		
LONDON		Wed. Fri. Sun.		
MADRID		Wed. Thurs. Fri. Sat. Sun.		
MILAN		Tues. Thurs. Sat.		
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PARIS		Mon. Wed. Thurs. Fri. Sat. Sun.		
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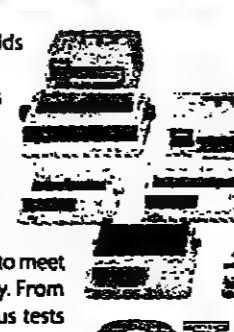
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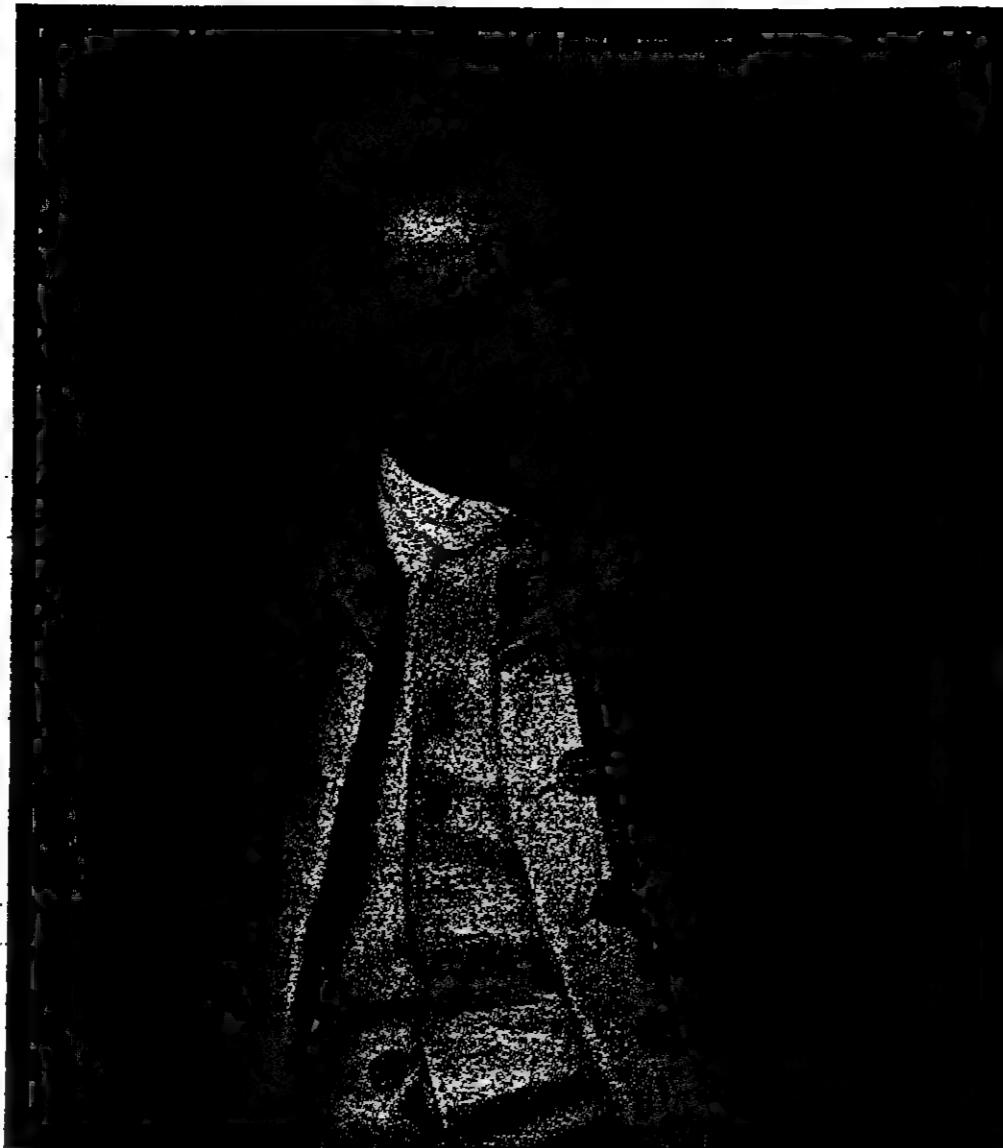
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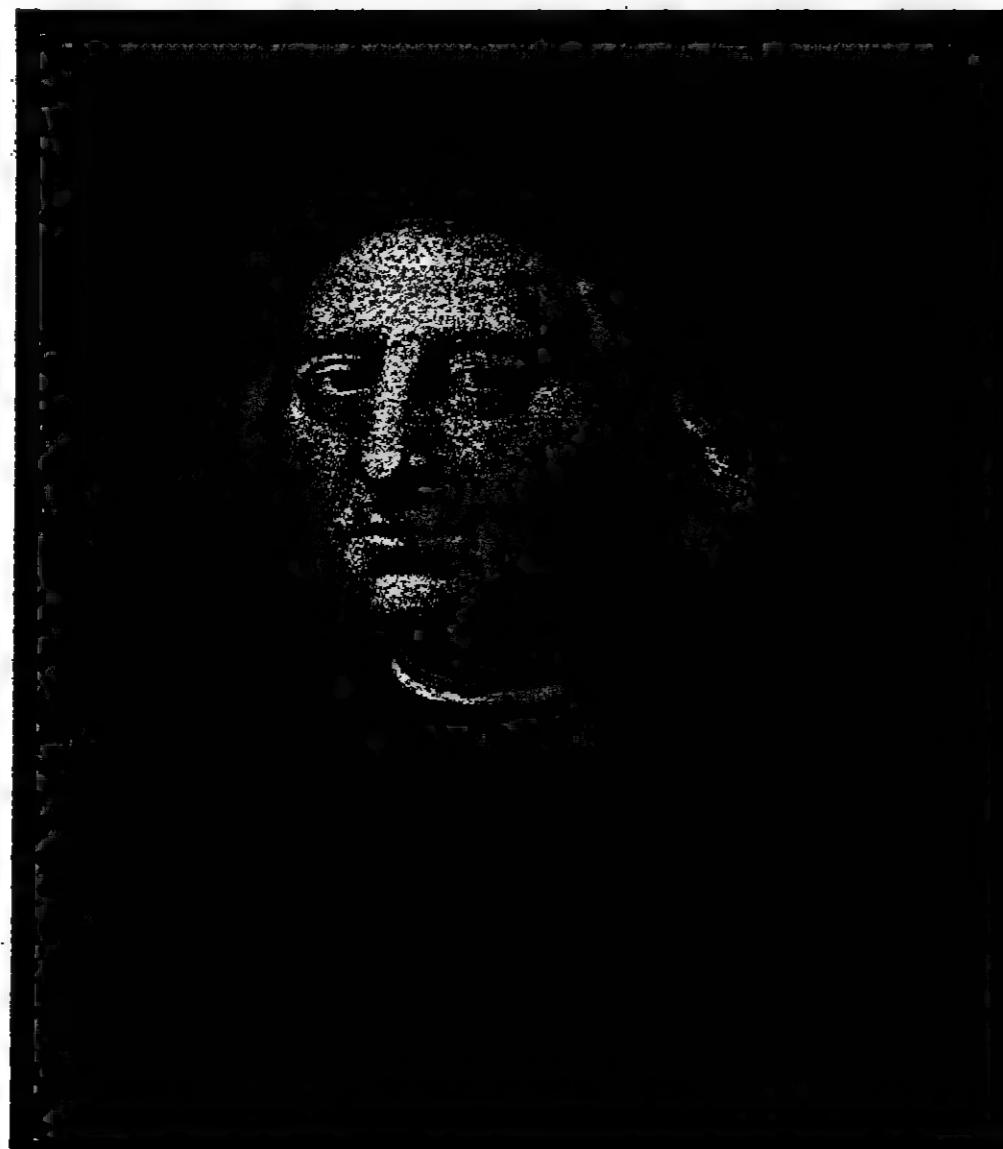
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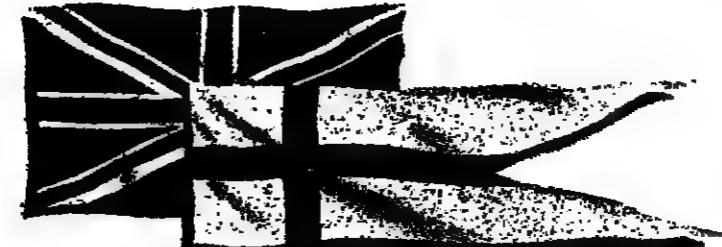


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HAS ACCEPTED THE INVITATION.**



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IN GENOA IN 1992.**

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**COLUMBUS 1992:  
THE PROTAGONISTS OF THE SEA MEET IN GENOA.**

## ARTS

## Growing from the landscape

William Packer reviews Ian McKeever at the Whitechapel

For all the talk of the general revival of figurative painting over recent years, and the return to critical respectability of such weighty considerations as content, symbolism and the spiritual value of art, it remains pretty clear that abstract painting has by no means gone away. Rather more than that, if there has lately been a return to anything, it has been to the large-scale abstraction of the 1960s that was the product of abstract expressionism. Its latest players, *Shadows of Motherwell and Kline*, Morris Louis and Olitski. Indeed a show of new work by Olitski opened a week ago at the Francis Graham Dixon Gallery (17 Great Sutton Street EC1) until November 16, which I hope to return to.

But of course there are differences, and what in the 1960s might have been justified at least by the vigour and creative involvement that comes of being very much the work of its time, today so often seems merely chic and sophisticated as an exercise in style. That is not to say that it is not well done. Ian Davenport for example, whose first London show has just closed at Waddington, was the toast of this year's controversial *British Art Show*, with his glossy restatement of Morris Louis in viscous, varnished stripes and washes of black, white and grey, flowing freely down his huge canvases. Undoubtedly he did it very well, and the result is smart enough to enhance the severest of post-modern interiors. But all effect and no content? Perhaps. As Gulliver Jimson might say, "all very clever, but is it worth the trouble?" We can only wait to see quite where such pastiche and elegant variation will lead him.

Ian McKeever, who at 44 is accorded the distinction of a substantial retrospective at the Whitechapel Gallery (until December 2; sponsored by Barclays Bank), is a different case, though the point remains much the same. His work may have become what it is by an evolutionary process rather than by tactical student decision, yet it is now abstract, expressionist and very large, and the aura of the 1960s hangs over it never the less.

McKeever had no formal training and became an artist, some 20 years ago, by the simple expedient of taking a studio and professing himself so. His self-election came at just the time, around 1970, when minimalism and conceptualism were the latest orthodoxies, with the practical emphasis shifting decisively towards analysis. His primary interest and subject have always been the landscape, but his first response, too, was essentially sculptural, and of a kind that immediately put him close to such artists as Richard Long and Hamish Fulton. Nature and the landscape, lately the remoter northern landscape, and the physical surface of that landscape in particular, its rocks and water and undergrowth, are what have always engaged him. His early work often took the form of installation, the tableau set up in the gallery or studio or, with an increasing frequency, in the landscape itself, to be documented and experienced quite as much through the agency of the photograph as by actual physical presence. The photograph was integral to his work from the first and, mutatis mutandis, has remained so.

But those changes are significant for the practical shift they brought about from sculpture to painting. He had always painted, but at first rather in the manner of the scene painter, serving his installations. By the end of the 1970s, however, he was making large drawings that were parallel and ambiguously complimentary to the photographic image of the subject. In these works the marks and strokes of charcoal and brush both register themselves in terms of description, in direct comparison to the descriptive qualities of the photograph, and yet by that same comparison, so very different as to become quite drained of reference, indeed abstracted.



*The Moth Tree*, 1986, by Ian McKeever: oil and photograph on canvas

By the early 1980s the paint was being applied directly to the photograph itself, blown up to the largest scale. The effect was at once to simplify the particular image, of tree or thicket or torrent, and to obscure, or at least to mystify it. Something of the sense of the landscape would remain, but the surface of the painting itself, handled loosely almost to the point of desperation, had become more and more a thing of itself. Generalised and thus abstracted, some vestigial reference and response to the experience of the landscape may have remained, just as long as the photographic base was still employed, though in the latest and the largest paintings of all, that link has at last been severed.

These new diptychs, some 9

feet by 18 overall, are certainly impressive in the way that any so large an object can hardly fail to be impressive. The very attempt to sustain an image of any sort or quality across so large a surface, too, has a kind of crazy courage to it, though it may again be mere lack of imagination, or simple arrogance. To be fair to McKeever, he does carry off these *wagnas* operas of his with some considerable panache. The techniques of 30 years ago serve him well enough, refined as they have been since at the hands of such masters as the aegreous Julian Schnabel, of New York. The paint floods across the canvas, rich and succulent, swelling out into images that might be maps of estuaries as the tide goes down. Or they might be

arbitrary *Horsack* blobs and mirror images with very large, playing elegant games of inversion and self-reference, redolent of who knows what. Forgive me your blushes but what Gulliver Jimson really said was: "It is like *\*\*\*ing Annie Laurie* through the keyhole: all very clever, but is it worth the trouble?" \*

The smaller upstairs gallery at the Whitechapel is given to a small group of the wartime watercolours of Emil Nolde, the *impressions* he made when he was an un-person under the Nazis, or at least an un-artist. Necessarily small and private works, their intensity is less surprising, in the circumstances, than their manifest humanity, good humour and charm.

## Carlo Rizzi

ROYAL FESTIVAL HALL

On Sunday the London Philharmonic should have been conducted by Klaus Tennstedt - something of which the packed hall was even more firmly persuaded by concert-end. His replacement was the young Carlo Rizzi, who bravely took on the original programme. It was a pity; for Rizzi displayed high Rossinian mettle in the Royal Opera's *Cenerentola* last season, and he has a wider reputation as an enterprising advocate of 19th-century Italian opera. This programme simply caught him on the hop, with some keen ideas about Schubert and Mahler but no settled frame for them yet.

Oddly, considering how he had whipped on the Covent Garden band, the serious weaknesses here lay in some self-consciously slow, portentous tempi. At the frozen pace Rizzi chose for the Allegro moderato of Schubert's "Unfinished" Symphony, the anxious churning that began it sounded like Philip Glass. The LPO sustained the movement manfully (with Schubert's long melodic lines suddenly much longer), but the giveaway came with the fortissimo call-to-attention chords that interrupt silences. Measured strictly in Rizzi's tempo they seemed utterly arbitrary, without dramatic

## Sonny Rollins

ROYAL FESTIVAL HALL

point. The Andante con moto was warmly shaped; the one real awkwardness about the "Unfinished", however, is the similar tread of its two movements - and Rizzi's bizarre solution was to give them virtually identical pulses.

The Fourth Symphony of Mahler went up and down. Up at the start, where Rizzi turned most of the right roguish *rivali* in the main tune if he was less flexible than Mahler invited him to be with the rest of the movement (the "nightingale" passage was stiff and unconvincing); there was plenty of bright-eyed will down a bit in the Scherzo, which boasted a swaying will but suffered from some skewed instrumental balance; straight down in the "Poco adagio", which Rizzi aimed to make a "withering" ring. "Molto adagio" - a deadly effect. In the Heavenly finale Felicity Lot's eager, not-too-artful soprano offered amends, but there were harsh, unmotivated contrasts between episodes. Those who had hoped for vintage Tennstedt were not to be satisfied with Beaujolais Nouveau.

David Murray

Jazz Colossus a.k.a. Sonny Rollins suits the wide open spaces of the South Bank. The amount of music the US tenor man delivers needs a big setting. In any case, he doesn't like clubs and a lot of seats are needed to accommodate the number of fans attracted by someone alleged to be the world's greatest living saxophonist. On Saturday's showing it is not hard to understand the appeal nor justify the accolades. Playing a typically mixed set of new compositions and standards which range in colour from calypso to C&W, the Rollins sound is both easy listening and richly rewarding. Not easy listening in the homogenised MOR sense, but because there is so much music in it.

Kicking off with "No One But Wonderful You", a recent composition, followed by a calypso-esque comf, and then into the standard "Someone to Watch Over Me", Rollins packs the notes in. The rhythm section burbling away behind him, he moves up and down the beat and mischievously inserts different snatches of melody, without ever losing direction. And he does it for so long. One day it will be discovered that Sonny Rollins did indeed have twice the normal lung and heart capacity.

Garry Booth

October 26-November 1

Both husband and St Patrick: Shaun Curry, with Maggie Shevlin as his mass-going wife

boy with an emerald soul (Dorian Healy) and the tart with a heart (Helen Patrick).

For mass-going Hannah these involve the ghost of her long-dead father, and a vision of St Patrick who, with Guiness, fag and shamrock mite, provides an irreverent touch to her passionate nostalgia. Both are played by Shaun Curry, impressively shifting from his manhood as Hannah's husband and boozey husband.

The trouble with this trinitate is that all three are clichéd - as indeed are Hannah's children, the boot

Claire Armitstead

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## ARTS GUIDE

### OPERA AND BALLET

#### London

Royal Opera, Covent Garden: Vend's *Ariane* receives a first-rate new production at Covent Garden. Edward Downes conducts superbly, the production by Elijah Moshinsky is bold and striking, and Ruggero Raimondi (later Barone Turanayev, Josephine, Dennis O'Neill (later Giuliano Cimino), and Giorgio Zancanaro sing with fiery eloquence; strongly recommended.

English National Opera, Coliseum: Revival of the award-winning 1986 production by David Founreys' *Dr Faust*, conducted by Anthony Beaumont, with Alan Oke, Christopher Clark, and Helen Field in leading roles. More performances of *The Magic Flute* in Nicholas Hytner's fresh and uncluttered production.

#### Paris

Ballet Frankfurt in William Forsythe's choreography juggling with theoretical illusions presents the premiere of *Siegeland* (4023240). Théâtre des Champs-Élysées: A three-set opera to Francisco Cleva's music with Jeremy Gall in the title role and with Meleni sung by Gloria Banchelli (4720357).

#### Brussels

Monnaie Opera in Hans Zender's *Sieghen*, Sylvain Cambreling conductor, staged by Peter Mues Bach with Ronald Hamilton as Simeon Dale Dusing as Stephen. Théâtre Royal de la Monnaie (Wed 8.00pm).

### Amsterdam

National Ballet with *Under My Feet, Parry's Dance II* and a new ballet by Jan Lievens. (Tue, Wed). Muziektheater.

#### The Hague

Nederlands Dans Theater with *La Cathédrale Engouffrée* and the world premiere of new ballets by Philip Taylor and Jean-Christophe Maillet.

#### Barcelona

Donizetti's *Roberto Devereux*, in a new production conducted by Ricard Bonyaga, with a cast by Eva-Maria Westbroek and Fernanda de la Mora, alternating with Christine Weidinger and Miguel Cortés. Gran Teatre del Liceu. Nov 10 (412 14 69).

#### Belgrade

Amedeo Amadio's version of the music by Tchaikovsky's music dance by his *Amphitrite* company, with the original duo Elisabetta Torelli and Vladimir Derevianko, conducted by David Garrett. Teatro Comunale. (Tue, Wed) (533333).

#### Grenoble

Bellini's *La Sonnambula* in Martin Testa's production made last year for the Teatro la Fenice in Venice, with a cast by Amina, Pietro Balli as Elvino and Carlo Striuli as Count Rodolfo, conducted by Eugenio Kohn. Théâtre Margherita. (559 228).

### Hamburg

Cormen brings Claire Powell, Angela Maria Blaß, Michael Sykes and Harald Stamm to the *Die Zehn*. *Elektra* highlights the week with two Stasovs and the title role.

#### Frankfurt

Teo in Jean-Pierre Ponnelle's wonderful production has Celina Kalima excellent in the title role. The new controversial Aris Zingaro production of *Alceste* and *Il Trovatore* and *Madame Butterfly* by Kurt Weill has Michael Schmitz, William Tell, Valentín Jar, Glynnis Jones as leads.

#### Bonn

Liist Paus' *Verdiowoman* is excellently sung by Delores Ziegler, Neil Rosemich and John Macurdy. *Rigoletto* in Graham Vick's successful production with a first-rate cast led by Vincenzo Scaria, Ingvor Wixell, Leontine Vaduva and Stephen Dupont. Also *Spartacus* choreographed by Youn Sunna.

#### Edinburgh

*Coeterdansmering*, part of the new cycle in a co-production with the Dusseldorf Opera, produced by Kurt Horwitz, has its premiere this week. The cast includes the renowned Wagnerian soprano, Birgit Nilsson (Sieglinde), John del Carlo (Guntur), Hartmut Welzer (Alberich), Matti Salminen (Hagen), Deborah Polaski (Brusnunhilde) and Waltraud Meier (Waltraute). *Orfeo*

*ed Buratto* is also extremely well performed.

#### Stuttgart

*Magnifico* in a guest performance with the Hamburg ballet, choreographed by John Neumeier. *The Magic Flute* opens in Peter Oskarsson's production with a new cast. *Die Fledermaus*, *Alceste*, *Uliks Sonne*, *Uwe Heilmann*, Gertzen H. Stabell and Joern W. Wilking. Also *Teo* and three one-act operas by Ernst Krenek. *Der Diktator*, *Die Schnecke Koenigreich*, *Schwerpunkt oder die eine der Nation*.

#### Münich

*Adrienne Lecouvreur* stars Margaret Price, Bruno Bagnoli, Neil Shicoff, Claus H. Ahrens and Angelo Romero. *Le mazurka*, *Agave*, conducted by Hans-Martin Schmidt is well sung by Lucia Popp, Jeanne Flon, Angela Maria Blaß, Alan Titus, Wolfgang Brendel and Evert Mol. *Goethes Dichtung und Hildegarde* with Hildegarde Behrens, Caroline Petering, Sophie Kollo and Anne Haugland rounds off the week.

#### New York

Metropolitan Opera, James Levine conducts the season premiere of Arvin Brown's production of *Porgy and Bess* with Priscilla Baskerville, Marlis Petersen and Terry Cook. James Levine also conducts Piero Paganini's production of *Il Trovatore* with John Tomlinson, John Tomlinson (Germont), John Del Carlo (Guntur), Hartmut Welzer (Alberich), Matti Salminen (Hagen), Deborah Polaski (Brusnunhilde) and Waltraud Meier (Waltraute). *Orfeo*

Shirley Quirk in August Everding's *Agostino*, Guido Almone-Morales conducts *Rigoletto* with Jerry Hadley, *Die Fledermaus* production (535 6000).

New York City Opera, John Lehmann's production of *Martini*, conducted by Arthur Fagen, features Sheryl Woods as Lady Harriet Durham, Martin Thompson as Leland and Dennis Flinn as Puffin. The cast also includes Scott Elkins' production of *Schubert's A Little Night Music*, *La Bohème* and *La Fanciulla del West*. New York State Theater, Lincoln Center (570 5570).

#### Chicago

Lyric Opera. Frank Galati directs a new production of Argento's *The Girl of the Golden West*, conducted by Bruno Bartoletti, with Marilyn Zdansky as Minnie and Plácido Domingo as Dick Johnson. Civic Opera House (503 2244).

#### Tokyo

Martina Grahame Dance Company, *Temptations of the Moon*, *Herodias*, *Night Journey*, *Acts of Light* (Tue), Shinjuku Bunka Centre (560 0031). *Beijer Ballet Los Angeles*, *Rigoletto*, Tokyo Bunka Kaikan (035 8386). Deutsche Staatsoper, Berlin. *Tristan und Isolde*. NHK Hall (Tokyo) (325 1061).

## SALEROOM

Paris puts on a brave face at the fair

After more than three years of euphoria the prices of contemporary paintings at auction have been coming back down to earth with resounding thumps in Paris.

Leading auctioneers holding sales to draw collectors and dealers attending the FIAC art fair in the Grand Palais have all found that only good quality works with good pedigrees are selling reasonably well. The percentage of works bought in has been extremely high and many less important works are failing to find buyers, despite estimates set very low to match the gloomy mood of the market.

On average prices have slipped by 35 per cent in comparison with October last year to reach roughly their level of 1986, before the big boom in modern and contemporary art began. The auctioneers are putting on a brave face and finding moral consolation for financial loss: the market, they say, is now in a healthier state.

After a night catastrophic sale of second rate works early this month Pierre Cornette de Saint Cyr fared better on October 23 with one that totalled 19.64 million, up from 19.5 million. The top lot was a painting by Georges Braque, "Le Chat" (1912), which fetched 1.2 million. The second best was a painting by Georges Braque, "Le Chat" (1912), which fetched 1.2 million. The third best was a painting by Georges Braque, "Le Chat" (1912), which fetched 1.2 million. The fourth best was a painting by Georges Braque, "Le Chat" (1912), which fetched 1.2 million. The fifth best was a painting by Georges Braque, "Le Chat" (1912), which fetched 1.2 million. The sixth best was a painting by Georges Braque, "Le Chat" (1912), which fetched 1.2 million. The seventh best was a painting by Georges Braque, "Le Chat" (1912), which fetched 1.2 million. The eighth best was a painting by Georges Braque, "Le Chat" (1912), which fetched 1.2 million. The ninth best was a painting by Georges Braque, "Le Chat" (1912), which fetched 1.2 million. The tenth best was a painting by Georges Braque, "Le Chat" (1912), which fetched 1.2 million. The eleventh best was a painting by Georges Braque, "Le Chat" (1912), which fetched 1.2 million. The twelfth best was a painting by Georges Braque, "Le Chat" (1912), which fetched 1.2 million. The thirteenth best was a painting by Georges Braque, "Le Chat" (1912), which fetched 1.2 million

## Why has the best person for the job gone to work for someone else?



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## FINANCIAL TIMES

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Tuesday October 30 1990

## Deeper and wider

LAST FRIDAY's announcement by the Swedish prime minister that it is 'Sweden's ambition to become a member of the European Community' has been interpreted as an admission that Sweden's long-vaunted model of social democracy has failed. But it should also be seen as a tribute to the EC's success.

The Community's attractiveness to economically backward south European countries has long been recognised, but it has only lately begun to attract more prosperous north European countries as well. Austria's application last year deserved a warmer welcome than it got, but the declaration of intent from Sweden, leading economic and industrial power, is far more significant. It sounds the knell for the European Free Trade Association (Efta), and thereby also for the 'European Economic Area', now under negotiation between Efta and the EC: an arrangement which would require Efta members, as the price of admission to the EC's single market, to accept rules they would have at best a token role in defining. If Austria and Sweden have now decided their interests would be better served by full membership, it cannot be long before the other four members of Efta decide the same.

### EC strengthened

The EC can only be strengthened by the admission of these states, and it should expedite the process as much as possible. Some may argue that the processes of economic, monetary and political integration should be completed before enlargement can be considered, but that would mean keeping the would-be members in limbo throughout the decade. Obviously it now makes sense for the Community to get the immediate next phase out of the way, in the shape of the two intergovernmental conferences due to start in December, but thereafter relations with would-be future members should move to the top of its priorities.

In that category must be included not only the Efta members but also the new democracies of central Europe: Czechoslovakia, Hungary and Poland. But in their case negoti-

tations on full membership, inevitably long and complex, should not be the first step. It is more urgent to define and implement a form of association between them and the EC enabling them to get their economies into a shape in which they could contemplate full membership in the future.

### Terms of entry

Such an association should provide for negotiations on full membership to begin when a certain phase in the elimination of tariffs and quotas on trade including trade in agricultural products, by both sides, has been reached. Given their very low wage-levels, the ex-socialist countries should not need protection from west European competition, provided they peg their currencies to the DM, or the ecu, at a low enough level, and provided western Europe gives them financial help both in the form of debt relief, and for the building of an economic infrastructure as well as education in the basic techniques and institutions of the market. Free movement of labour could not be part of the association agreement, since that would make it impossible for the central Europeans to maintain their wage differentials (vide east Germany); an important reason why they should wait some time before full membership.

None of this is incompatible with a further 'deepening' of the EC, unless that deepening takes a military form which might make membership incompatible with the neutrality of some Efta members, or with the delicate position of Russia of states which at present still belong to the Warsaw Pact. That aspect of deepening is better left, at least for the time being, to the Western European Union. But there is no indication that either Efta or central European states will be unwilling to accept economic and monetary union, provided they are given time to prepare for it. As for political union, they are unlikely to object to reforms that make the EC more democratic, and those that make its decision-making processes swifter and more efficient will be all the more necessary to avoid stalemate in a larger Community.

## Workings of the oil market

THE SPECTACULAR fluctuations in oil prices over the last few weeks have highlighted how much oil markets have changed since previous crises in the Gulf. During the Iranian revolution the spot market accounted for only a small portion of traded oil, with the balance sold on long-term contracts at fixed prices. Today nearly all oil trades at spot market prices and the liquidity and transparency of markets has been boosted by active trading in oil futures in New York and London.

Yet if the markets are more liquid and transparent, they are also extremely volatile. This has provoked criticism from a broad range of political leaders, with some calling for an overhaul of the world's oil trading system and co-operation between oil producers and consumers to stabilise prices.

These calls ought to be ignored. The international flow of oil was severely disrupted in August, when Iraqi and Kuwaiti oil exports were cut off. There should be little surprise that prices rose much higher than appeared warranted by loss of about 8 per cent of supplies (most of which has now been replaced). The dislocation of normal trade patterns, combined with well-founded fears of further disruption, could only have been expected to produce a substantial rise in prices.

When dislocations were mostly ironed out, and oil refiners balked at high prices, prices came tumbling down, though they have bounced up again on renewed war fears. The market is working. Oil is being delivered where needed, at least for those with the money to pay for it. Until governments can guarantee a stable flow of oil, they should not complain about price volatility.

### Controls not the answer

This is not to say that oil markets are perfect. Yet the answer is not to slap on controls but further to improve liquidity, transparency, and efficiency. Saudi Arabia might help by establishing a stream of crude oil that could serve as a trading benchmark. This would increase the amount of freely traded oil in the market. It could also reduce the rigidity

and distortions that occur when Middle Eastern exports are pegged to benchmark crudes of dissimilar quality, such as North Sea Brent.

### Market disciplines

Calls for co-operation between the Organisation of Petroleum Exporting Countries and the International Energy Agency are a sign that the political intensity of the conflict between oil consumers and producers has diminished. Yet it is difficult to see what the two organisations would talk about, beyond perhaps an exchange of technical information. Calls by Opec ministers for a 'just' price for oil show that despite statements to the contrary they have not yet accepted that the discipline of the market will prevail in the end - whatever the 'justice'.

What governments and international institutions can do is help establish the legal frameworks that will facilitate cross-border trade and investment. The international oil industry has plenty of capital. Relatively forward-looking countries like Venezuela are discovering they have no difficulty attracting it, provided sensible commercial terms can be offered.

Before the industrialised countries start dreaming about a new world energy order, they ought first to examine whether their own institutions are adequate to cope with energy emergencies. The record shows that strategic oil stocks are not big enough to allow politicians to feel comfortable about using them, even when prices rise to an economically damaging level of \$40 a barrel. Yet before deciding to increase stocks a better articulated strategy for their use is needed.

Emergency systems are organised to respond to the antiquated notion of a physical shortage, which cannot occur in a free market. The damage is caused, instead, by high prices. It is an illusion to believe that the laborious process of counting up barrels of oil around the globe, and matching them with projected physical demand, will produce a definitive assessment of world energy markets. Prices can be erratic but they remain the best pointer to the adequacy of supplies.

BANK	S&P rating long-term debt	3rd Q 1989		4th Q 1989		1st Q 1990		2nd Q 1990		3rd Q 1990		Non-performing real estate loans	As % of total real estate loans
		net income											
Citicorp	AA	258.0	784.0	231.0	248.0	222.0	161.0	31.0	22.0	15.0	14.7	220	14.7
Chase Manhattan	BBB+	(1102.0)	175.0	44.0	52.0	(623.0)	227.0	15.0	1500	15.0	15.0	1500	15.0
Chemical Bank	BBB	(224.5)	95.9	151.7	113.1	(43.7)	1702	1.9	973	1.9	1.9	973	1.9
Manufacturers Hanover	BBB-	(789.0)	62.0	96.0	23.0	77.0	965	2.4	261	2.4	2.4	261	2.4

Source: Journal of Bank Research, Photo: Reuters

## US banks feel the squeeze

Alan Friedman says the patchwork of problems facing American banks points to an eventual series of mergers

Cost banks have either unveiled radical restructuring plans and large-scale lay-offs or already had begun the process. The lay-offs range from 2,000 to 5,000 workers per institution and are generally on the order of 10 to 15 per cent of total staff.

Four of the most influential banks in the north-east, Citicorp, Chase Manhattan, Chemical Bank and Manufacturers Hanover Trust, say that economic conditions on the east coast are continuing to deteriorate, and with them the quality of the banks' loan portfolios.

Six months ago there were clouds over US banking as analysts forecast a severe impact on earnings in the short-term stemming from real estate loan losses. Bankers now acknowledge they had no idea of how rapidly the situation would deteriorate. Mr Walter Shipley, chairman of Chemical Bank, the seventh-biggest US bank, which had its credit rating downgraded last week for the second time in 12 months, says the onset of the real estate crisis was "very sudden".

Mr Thomas Lahrecque, the newly-named chairman of Chase Manhattan - the second-biggest US bank, which has been forced to cut its workforce and dividend pay-out because of runaway operating costs and a leap in loan losses - says the real estate crisis "got dramatically worse this summer". In common with other bankers, he says he cannot see the north-eastern regional market improving "at least for the next four years".

Bankers were especially angered when Mr Clarke accused them of placing too many eggs in one basket by allowing real estate lending to grow so much in recent years. The bankers were even more upset when the top regulators warned them they are losing credibility with Wall Street, Washington and the general public.

Wall Street has already voted with its feet: the market capitalisation of some of America's biggest banks has tumbled by between 50 and 70 per cent over the past 12 months. And Washington politicians, who have spent months in the quicksand of the savings and loan scandal and the budget-cut credit, find banks an easy target.

The most striking aspect of present concerns is the way they centre on the big New York banks, which until the 1980s exercised unchallenged dominance over the industry. Now, banks such as Chase and Chemical have slashed their dividends by more than 50 per cent and most leading East

Coast banks have either unveiled radical restructuring plans and large-scale lay-offs or already had begun the process. The lay-offs range from 2,000 to 5,000 workers per institution and are generally on the order of 10 to 15 per cent of total staff.

The problems at big New York banks includes the downgrading of ratings by credit rating agencies such as Moody's and Standard & Poor's. This, in turn, has led to a jump in funding costs at most banks. Last May, when Moody's downgraded \$100m of Citicorp's senior debt, the bank insisted it was unwarried about any increase in its cost of funding. In overall cost terms Citicorp was right, but in the past week the bank has faced the embarrassing spectacle of having to pay a 12.5 per cent dividend on some preferred stock instruments, a rate double the level paid by JP Morgan, the most conservative and best-managed of the big New York

banks. Citicorp argues that the increased rate is only for small sums, but it is a troubling sign.

In this climate New York's top bankers are in a rum state of mind. No senior banker will admit to having started actual merger talks, but all say the option must now be considered. Mr John McGillicuddy, chairman of Manufacturers Hanover Trust, the eighth-biggest US bank, says that mergers must be seen as a possibility and notes that "anyone in this city who hasn't done the number crunching on mergers is asleep".

The rationale for bank mergers is not mere sophistry; it is a sign of the times in which bankers are grasping for ways to defend themselves against charges of irresponsibility, incompetence and red ink.

Manufacturers Hanover's Mr McGillicuddy speaks for most of the bankers when he defines the present state of banking as "a crunch" and says "you can't grow your way out of it, you have to dig your way out of it". This troubled state of affairs may not be life-threatening, but it is forcing a rapid re-ordering of strategic priorities. And that, according to Mr McGillicuddy, means "taking pain in terms of the P & L account and dealing with a world where credit losses are high and at the same time revenues are under pressure".

The problem is that talking about mergers is easier than pursuing them, especially at a time when the banks are still scrambling to assess the damage caused by real estate and recession. The immediate priority would appear to be making provisions for non-performing loans and strengthening capital. But as some bankers admit, asset disposals that could raise funds to boost capital have been postponed because of lack of buyers and depressed prices.

For many people, the plight of the big New York banks is summed up by the dilemma facing Citicorp, the biggest of them. Citicorp is not alone with its problems, but the bank has become a target for pot shots by many of its competitors. Citicorp put an additional \$100m of non-performing real estate loans on its books between July and September. This boosted non-performing loans in this category to \$2.2bn out of a loan book of \$15bn, or 15.2 per cent of the total portfolio.

From his corner office in the second floor executive suite at Citicorp's Park Avenue headquarters Mr Jones muses that "the world is somewhat irrational right now".

"Which of these two statements is true?" he asks, with a grin. "Would you believe that we are the least exposed bank in real estate but two others in the country? Or would you believe we are the most heavily capitalised bank in the nation?" Mr Jones then answers his own question by saying that it depends on whether one looks at it in relative or absolute terms. In absolute terms Citicorp is the most heavily exposed, but in relative terms - by comparing real estate loans to total assets - it is the least exposed. And in absolute terms Citicorp has the most capital in the US, but in relative terms - using the 3.8 per cent capital-to-assets ratio - it is in poor shape.

Citicorp's game of statistics is not mere sophistry; it is a sign of the times in which bankers are grasping for ways to defend themselves against charges of irresponsibility, incompetence and red ink.

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What is becoming increasingly clear is that cutting costs to catch up with declining revenues and asset quality may not be enough. Top bankers recognise their problems, but if east coast institutions are to make a comeback in the 1990s, more than simple recognition will be needed.

### Enforcer hit listed

■ The race is on to guess the first main casualty of President Bush's budget fiasco. An early favourite is John Sumner, White House chief of staff.

Known as "The Enforcer" and "The Abominable No Man", Sumner brings an abrasive, bullying style to the job which has earned him the plenty of enemies in the administration and Congress.

Reports that Sumner's hold on his job may be tenuous are not the most likely stem from the ranks of congressional Republicans standing for re-election next month. Many are still livid about Bush's decision to abandon his "no new taxes" pledge in search of a budget-cutting deal with the Democratic party at the expense of Republican interests. Sumner is supposed to be the designated fall-guy.

The president may have other ideas. Though he is said to be shaken by his slump in the opinion polls, aides say he retains confidence in his chief of staff. After all, Sumner was only carrying out the president's demands when spending five months in search of a budget-cutting deal with the Democratic party at the expense of Republican interests.

In the first 20 months of his presidency, Bush's skill was to move to the centre, while maintaining support among conservatives in his own party. This support has crumbled.

If the Republicans fare poorly in next month's election results, someone will have to pay the price. If not Sumner, then possibly Richard Darman, budget director.

At the very least, expect a Cabinet shake-up.

### Touch down

■ Delegates on a recent trade mission to the Soviet Union, arranged by the Scottish Development Agency, were advised to take cigarettes,

## OBSERVER

whisky and soaps to ease their passage with taxis, hotels etc, as "gifts" were accepted in the newly relaxed economic climate.

To their annoyance, as they were approaching their intended destination, Tumen airport, the pilot announced they could not land there because of the low cloud and would have to turn back. But the advice they had been given proved useful.

After a little negotiation, the landing was made at a cost of 200 Marlboro and a bottle of Johnny Walker Red Label.

### Loners' league

■ Whether Margaret Thatcher's fellow eminences in the European Community were surprised by her lone obduracy on economic and monetary union, it would not have been predicted by students of differences in national cultures.

Take for instance Fons Trompenaars and David Wheately, mentioned by Observer yesterday, whose studies of 27 countries cover 10 of the 12 EC members (the exceptions being Luxembourg and Portugal). The findings suggest that, of the 10, the British rank only fourth when it comes to standing alone as against going along with the crowd.

The lowest ranking are the French with a mere 45 per cent of their natives favouring individualism over collectivism. Greeks split a straight 50/50.

There is a tie at 35 per cent between Belgians, Irish and former West Germans who will have been pulled towards collectivism by unification: their eastern counterparts score the same as the French. The Italians are only one point higher at 56.

"Do you suppose she'll recall our ambassador from Cloud Cuckoo Land?"

Then come the Brits with 57 per cent individualists. Mrs Thatcher obviously being one of them. But they are outliers by the Dutch with 70, the Spanish a point higher, and the top-ranked Danes with 72.

### Lords' day

■ According to the Post Office, Sunday collections are now being made from about one in five of its 106,000 letter boxes, but judging from comments made in the Lords, tracking down the relevant 20 per cent is no easy task.

&lt;p

## LETTERS

### The ERM, Emu and sustaining fiscal sobriety

From Mr Donald Franklin

Sir, With due respect to Sir Samuel Brittan ("Why ERM needs monetary union", October 26), the difference between "1992 plus EMS" and a single currency is not merely a matter of degree. There is a huge distinction between a commitment on behalf of member states to avoid currency fluctuations - or even to maintain fixed exchange rates - on the one hand, and an irrevocable fixing of exchange rates on the other. For an exchange-rate fixing to be irrevocable in anything but name, there must be a ceding by central banks of their right to issue currency in favour of a European central bank. It is this step which is the defining difference between the two systems, and its implications are great.

If central banks continue to set monetary policy independently, however great their rhetorical commitment to fixed exchange rates, markets will continue to scrutinise policy and competitiveness to determine whether exchange-rate parades are sustainable. Reckless policies will thus always be subject to market sanction.

For this reason, providing that at least one major currency (it does not have to be the D-Mark) is prudently managed, and that devaluation is rendered politically embarrassing by ERM membership, the independence or otherwise of the different central banks is of secondary importance: policy is ultimately set by markets rather than by central bankers.

But once currency issuance is centralised, the only sanction against the European central bank becomes the exchange rate of the new Euro-currency against the dollar and the yen. Because devaluation against these currencies would not be politically embarrassing (note the equanimity with which the dollar's recent fall has been communicated by US markets and commentators), the accountability and independence of the new European central bank would be critical. Furthermore, with such a system, market constraints on member countries' fiscal policies are dramatically reduced: profligate member governments will no longer be challenged by currency crises, only by a market - and politically almost invisible - premium on their debt in the new single-currency European bond market. So, as the Delors Committee correctly prescribed, budget constraints on national budgets are a corollary to irrevocably fixed exchange rates, if fiscal sobriety is to be sustained.

Thus the irrevocable fixing of exchange rates or currency union, necessarily involves a dramatic centralisation of decision-making, even if the desirability of a *de facto* fixed exchange-rate system (an ERM with very narrow bands) is granted, the extra leap to irrevocability should only be undertaken either if political union is thought a desirable end in itself, or if it is judged that a supranational tier of economic policy-making would better guarantee price stability than would the markets' critique of diverse governments' attempts to preserve the value of their currencies. The choice is not between the sovereignty of national governments and that of a European government, but rather the familiar choice between the sovereignty of bureaucrats and that of the markets.

Donald Franklin,  
Chief Economist,  
Schröders,  
36 Old Jewry, EC2

### Manufacturing

From Mr E.N. Addison

Sir, In common with other sectors of UK manufacturing industry we welcome the decision by the chancellor to enter the ERM. The decision to tie the pound more closely to our competitors is, of course, welcome as is the reduction of interest rates by one point. However, as the clearing banks originally argued, just as the rise from 14 to 15 per cent was largely academic so is the reduction which will have little impact on the consumer and more importantly on the investment intentions of UK manufacturers. This obviously has serious consequences for our members in the machine tool industry who supply the capital equipment needed for any growth in manufacturing which should occur.

In welcoming the entry into the ERM we are sure that the rate of DM 2.95 will not help UK competitiveness or aid the balance of payments problem. As soon as possible we would urge the chancellor to lower interest rates further to bring

the pound down to a more competitive level of DM 2.77. Containing high interest and exchange rates for Spain, for example, have led to high unemployment. Given the government's negative reaction to employment we are sure it will wish to avoid the embarrassment of unemployment rising towards Emu again in advance of a general election.

We would suggest therefore that a policy of excessively high interest rates has long ceased to be of use to the government as the sole instrument of policy despite the need to keep a check on wage settlements. This is especially so given the clear downward pressure on the money supply and the slump in retail sales. We fully support the commitment to fight inflation and would suggest that a further modest reduction in interest rates would not weaken this.

Given the government's stated intention to encourage the growth of manufacturing industry, there is certainly a better way of curtailing excesses of consumer spending without containing growth in other areas which are vital to the success of the economy. We would recommend adoption of at least one of the following:

• A two-tier value-added taxation system, as in France for example.

• Changes to the system of Corporation Tax to increase retained earnings and thus provide extra funds for investment, training and research and development.

• Tighter controls on the availability of consumer credit through the use of differential interest rates.

We are equally concerned at the adverse effects of short-termism in the City which makes it difficult to obtain finance for long-term investment in manufacturing. We would urge the chancellor to take all possible steps to remove the casino effect from the Stock Exchange by making short-term profit-taking more difficult to achieve.

Despite ERM entry and the

### Regional policy

From Mr Paul Spender

Sir, Samuel Brittan suggests that "Germany would refuse to join" a version of Emu which is "committed to regional policies and so-called 'growth', while being completely subordinate to governments". He seems to have forgotten that:

• Regional transfers occur on a larger scale within West Germany than within virtually any other federal or unitary state, and are certainly not really a corruption of the judgement of politicians, both left and right.

M.H.T. James,  
Oak House,  
Neuquay Street, Bude,  
Guilford, GU1 1JL

Witham Cross, Herefordshire

has been brought up to fight and I don't know what we would want to fight for."

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Majority opinion, as measured by the polls and confirmed in private conversations, is that to do so would be wrong. Too many arguments are adduced to allow for a concise summary; some are severely practical, concerning the suitability of Japanese forces in peacekeeping operations and the fact that in the Gulf it is the US, not the UN, which is in charge; others centre on principle, the most important of which is the danger of loosening the tight civilian chains that have confined the Japanese armed forces to an essentially defensive role since the second world war.

This last reservation might

not be irrelevant to the debate.

Developments in Europe

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The constitution of the Bundesbank requires it to support the economic policy of the federal government. Effective organisation of monetary policy on a European scale requires a proper balance of responsibility and accountability. Characterising the issue as a stark choice between "independence" and "complete subordination" is to use emotive expressions which do not assist the search for that proper balance.

It would appear that UK manufacturing is now having to pay for the excesses of the consumer at precisely the time when it should be expanding.

E.N. Addison,  
President,  
Machine Tool Technologies  
Association,  
62 Bayswater Road, W2

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Among the former were the need to send people, as well as money and goods, overseas, to establish a long lasting peacekeeping force applicable to different circumstances around the world, and to obtain full understanding of Japan's position from its Asian neighbours.

The Gulf may be far away and dimly understood, and the non-financial and non-humanitarian contributions Japan might make hard to see. But

the present bottom line of the debate is not inscrutable. It is whether members of the Japanese military, however constrained, restrained or unarmed, should be permitted to serve outside the nation's borders, even under the UN flag.

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The optimal level for entry depends upon all exchange rates in the world. The UK is still an oil producer, and if the oil price is now expected to be higher in future than we anticipated in February, then we would expect sterling to appreciate somewhat in order to generate the equilibrium current account that is required for the UK's pattern of saving and investment.

Finally in our analysis in

February we assumed that currencies in the ERM would be

irrevocably fixed from 1995.

The ERM as currently consti-

tuted allows downward

realignments to take place, and this possibility is much to the UK's advantage. Indeed the current size of the interest differential against Germany suggests that the markets are anticipating continued depreciation of the pound against the D-Mark. Recent developments in Europe and especially Germany have made the formation of Emu less likely by that date.

This should give the UK several more years of possible downward realignments. This allows us both to spread the pain of entry and also gives us the choice of a higher entry rate.

An entry rate of DM 2.95 can,

of course, be maintained but it

could involve considerable

costs in terms of lost output

and higher unemployment.

Changes in the world environ-

ment when combined with

increased flexibility within the

ERM may have recently

reduced the potential costs of

such a high entry rate.

Ray Barrell,

Senior research fellow,

National Institute of Economic

and Social Research,

2 Dean Trench Street,

Smith Square, SW1

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## COLLAPSE OF COALITION

## Labour set to take over in Norway

By Karen Fossli in Oslo

NORWAY looked set for a Labour-led coalition government yesterday following the decision of the tiny Centre party to quit the centre-right administration led by Mr Jan Syse in a dispute over links with the European Community.

The Centre party, which holds the balance of power, said it would swing its support to Labour.

"I am more than disappointed," Mr Syse, the Conservative party leader, said on television last night. "I think this is extremely disappointing for the country. We will now come in as an opposition party."

Mr Anne Enger Lahstein, the Centre party's parliamentary leader, said the party, which represents the farming lobby and bitterly opposes EC membership, could not back a Conservative government which wants Norway to join the EEC.

"We find that it is right in this situation that such a (Labour) government should be formed," she said on television.

Mr Lahstein declined her party's support for Labour because, she said, it had not officially stated that it intended to bring Norway into the EC.

At issue is the question of

forming a free internal market in western Europe, the so-called "European economic area", between the European Free Trade Association, of which Norway is a member, and the EC. The Centre party insists that Norway refuse to abandon its so-called concessionary laws which impede foreign ownership of property, financial institutions and industrial enterprises in the country.

Other Efta members have blamed that insistence for stalling negotiations between the EC and Efta.

Labour, the biggest party in the Norwegian parliament with 63 of the 165 seats, can count on support from the Socialist Left party, with 17.

The Centre's 11 seats would ensure it of enough votes to block Mr Syse's hopes of clinching a membership application first, Norway would join before Sweden.

The conservative coalition has been in government for just over a year following an indecisive general election.

Under Mr Syse's administration, Norway's oil-based economy has improved, and annual inflation is running at 3.9 per cent. But unemployment is high by Norwegian standards, at 4 per cent.

Mr Syse's government had prepared a budget for 1991 which, including revenues from oil and gas, would have had a deficit of Nkr5.5bn (450m), little changed from the 1990 deficit of Nkr5.2bn.

Labour has proposed a budget which will increase the deficit by at least Nkr2bn, in an attempt to create 30,000 jobs to aid the country's unemployed.

Labour has not yet clarified



Norwegian premier Jan Syse

## EC saves face with deal on stabilising emissions

By Lucy Kellaway  
in Brussels

EC governments last night reached a face saving agreement committing the Community as a whole to stabilising carbon dioxide emissions at the 1990 level by the year 2000, while allowing some individual member states to proceed at a less ambitious pace.

The compromise, which will enable the UK to stick to its own goal of stabilising emissions by the year 2005, avoids another damaging stalemate, which would see the UK at odds with the other 11.

The agreement will allow the EC to present a common front at the second world conference on climate change, which starts this week in Geneva. The aim of the conference is to agree a global target on carbon emissions - which are regarded as the most important cause of global warming.

Mr Giorgio Ruffolo, the Italian environment minister and president of yesterday's council, said that the EC's offer to stabilise emissions by the year 2000 would be made at Geneva without conditions. "The EC will act as a leader on the greenhouse effect," he said.

Mr Carlo Ripa di Meana, the EC environment commissioner, said that if there had been no common EC position, the influence of the EC at world level would have been seriously dented.

The UK has limited itself through the demands of electricity privatisation and the need to keep electricity generating costs low, and by promises made in the recent environment white paper, to accept no target earlier than 2005, and yesterday morning it seemed set for a direct clash with its community partners.

The addition of a new mandate for the secretary general was at the insistence of non-aligned members increasingly worried about the risk of war. They believe there should be greater stress on a negotiated settlement in spite of the failure of all such attempts so far.

Taking account of these concerns in the resolution helped preserve the large measure of unity that has marked UN actions since the crisis erupted.

The Council also demanded that Iraq stopped taking hostages and permit foreign nationals to leave. The Iraqis were called upon to end their plundering of Kuwait and permit food and water to reach the few foreign diplomatic missions still remaining there, including the British Embassy.

role and looked forward to co-operating with him.

Referring to the peace mission at the weekend by the Soviet envoy Mr Yevgeny Primakov, Iraqi delegates said that the clearer and more concrete his ideas were, the more useful his efforts would be.

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In fact, the resolution authorises further diplomatic initiatives by the UN secretary general, Mr Javier Perez de Cuellar, whose talks with the Iraqis last August yielded no progress.

An official communiqué said it was an informal consultation but that the participants were the "most senior military officers ever present at such a meeting".

The Soviet Union has been seeking an enhancement of the role of the long-moribund military staff committee, the

UN security committee, which include assisting the council in "plans for the application of armed force". Moscow has proposed that the committee meets at the level of the five members' chiefs of staff.

In an hour-long statement to the Security Council, Mr Abdil Amir al-Anbari, the Iraqi delegate, called its new resolution - the ninth of the crisis - an "escalation" and a "culminating point". He said advocates of military action would now say they had exhausted peace efforts - and that the war option is the only option left.

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## UN invites claims against Iraq for effects of Kuwait invasion

By Michael Littlejohns, UN Correspondent, in New York

The UN Security Council yesterday put further pressure on Iraq by approving a proposal first made by Mrs Margaret Thatcher, the British Prime Minister, that compensation should be paid to states for losses resulting from the invasion of Kuwait.

The resolution, adopted by 13 votes to none, with Cuba and Yemen abstaining, invited governments to begin preparing claims and gathering data about war crimes committed by Iraqi occupation forces.

Shortly after the council acted, high ranking officers from the United States, Soviet Union, Britain, France and China, which comprise its military staff committee, conferred on the Gulf crisis and the implementation of UN-ordered sanctions.

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## Savings and loans rescue agency considers use of funds loophole

By Peter Riddell, US editor, in Washington

THE US federal agency in charge of rescuing the savings and loans industry is considering whether to use a legal loophole to borrow extra funds in the face of Congress's failure to vote new money before it adjourned on Sunday.

The programme of seizing, closing and selling assets will still be disrupted even if the Resolution Trust Corporation (RTC), which is handling the rescue, takes advantage of a drafting error in last year's law which might, on some interpretations, allow it to raise an additional \$10.5bn.

Together with an unused capacity to sell nearly \$7bn in bonds, this borrowing might carry the operation into early

next year, when Congress returns and can consider further funding.

However, an RTC spokesman has said: "Finding investors to bid on savings and loans is difficult enough. If there's an uncertainty about whether funds will be available to sell thrifts, it makes investors less willing to pay the up-front costs to put a bid together."

The Treasury has warned that the failure of Congress to authorise the additional funding, despite repeated requests, will result in substantially higher costs to taxpayers when operations are halted.

The whole rescue operation has also been very unpopular with voters.

## Iraqis 'considering deal on hostages'

Continued from Page 1

to ensure that the alliance maintains unity, Mr Gorbachev and President François Mitterrand of France yesterday both sought to maintain a public front of united opposition to Iraq by reiterating that there could be no concessions to Iraq - in a clear effort to avoid the impression Baghdad was succeeding in driving a wedge between its opponents.

If Mr Hussein hopes to prevent splits or cracks in the position of the five permanent members of the UN Security Council, he is making a mistake", Mr Gorbachev said.

On Sunday, the EC summit in Rome issued an uncompro-

mising statement committing the 12 to a common policy of refusing to negotiate over hostages.

The Soviet leader yesterday threw his weight behind an inter-Arab conference to resolve the Gulf crisis. Such a conference could be acceptable to Iraq, he suggested. He also indicated that the initiative for calling a meeting to find a formula to force Iraq to withdraw from Kuwait might come from Saudi Arabia.

Speaking at the end of a two-day visit to France, the Soviet leader said Mr Primakov had suggested "the position of President Saddam Hussein is not the same as before". The Iraqi government, he believed, could at last "lend an ear" to

the demands of its opponents.

United Nations pressure.

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## INSIDE

### Race for the scrap heaps



Eight million passenger cars are scrapped every year in Europe. German technicians are now searching for the best way to recycle these into energy sources and materials for new vehicles. Mercedes-Benz, in conjunction with Voest-Alpine Stahl, the latest German car maker to launch a pilot "disassembly" plant which will convert scrap cars into components for a new generation of cars that can themselves be more easily recycled. Page 20

### Cracks in a banking facade

The dust has begun to settle on the Indonesian banking sector which has seen a whirlwind of activity unleashed two years ago by a battery of far-reaching reforms. However, cracks are beginning to appear in an otherwise solid facade, the most serious of which is the \$420m in foreign exchange dealing losses suffered by Bank Duta, one of the country's largest private banks. Page 21

### Sweet and sour in Poland

The strategic move by British Sugar into Polish agriculture through its purchase of a controlling stake in two sugar-cane factories offers a chance for the UK group to capitalise on its production and marketing skills. Output and morale at the two Polish factories, started shortly after the first harvest got underway, but beet growers have been unhappy with prices as inflation has threatened their livelihood. Page 24

### Reynolds Metals off the wall

When he decided to redecorate the boardroom of Reynolds Metals, the second largest US aluminium group, chairman Bill Bourke sold \$2m of paintings that had been adorning fellow executives' walls. This harsh action is characteristic of a man who sacked 30 per cent of his workforce and wrote off 40 per cent of production capacity during the mid-1980s. Page 22

### Dressing up for recession

Fears over the health of the UK economy have prompted Moss Bros, the gentlemen's retailer, to warn about the prospects of a second-half performance. Trading in the third quarter has been described by managing director Rowland Gee (left) as "ugly". Pre-tax profits for the first six months to July slipped from £1.77m to £1.1m although the pre-tax figure included £260,000 from the sale of a property in central London. Sales during the first half were 10 per cent ahead at £25m. Page 27

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Merrill Lynch Dodge	22	Wernher	22
Wills Croton	22	Wills Croton	22

### Chief price changes yesterday

TRANSPORT (CONT)	TELE	TELE	TELE
Aeros	476	+ 1	111
Petrol	744	- 1	744
Bus	105	- 1	105
Boat	105	- 1	105
Car	105	- 1	105
Motor	105	- 1	105
Train	105	- 1	105
Bus	105	- 1	105
Boat	105	- 1	105
Car	105	- 1	105
Motor	105	- 1	105
Train	105	- 1	105
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Aeros	105	- 1	105
Petrol	105	- 1	105
Bus	105	- 1	105
Boat	105	- 1	105
Car	105	- 1	105
Motor	105	- 1	105
Train	105	- 1	105
Aeros	105	- 1	105
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Aeros	105	- 1	105
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Bus	105	- 1	105
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Petrol	105	- 1	105
Bus	105	- 1	105
Boat	105	- 1	105
Car	105	- 1	105
Motor	105	- 1	105
Train	105	- 1	105
Aeros	105	- 1	105
Petrol	105		

## INTERNATIONAL COMPANIES AND FINANCE

# Financial items hold Hafslund to Nkr227m

By Our Financial Staff

**HAFSLUND** Nycomed, the Norwegian drugs company known for its Omnipaque contrast media used to make X-ray pictures clearer, saw third-quarter pre-tax profits before special items slip to Nkr227m (US\$3.5m) from Nkr244m.

The setback was due to a Nkr35m expense on financial items, compared with income of Nkr23m in third quarter of 1989.

Operating profit for the quarter, at Nkr227m, rose 15 per cent but, after stripping out the effect of disposals - Hafslund Metall and Hafslund Engineering - and acquisitions - HN Pharma, an Austrian business, and the takeover of Collet-Marwell Haage, another drugs company - the improvement was 17 per cent.

For the nine months, pre-tax profit before one-offs rose by Nkr11m to Nkr785m. Financial items cost Nkr19m, compared with income of Nkr11m for the year-ago period. Revenues rose 44 per cent to Nkr3.4bn.

Sales of Omnipaque by licensees improved 25 per cent, and royalties rose 13 per cent.

## Danielli increases profits for the year to L61.5bn

By Helga Simonian in Milan

**DANIELI**, the leading Italian manufacturer of steel-making equipment, raised net profits by 11.6 per cent to L61.5bn (US\$4m) in the financial year ended June 30 from L56.1bn the previous year.

Sales surged by almost 70 per cent to L767.1bn from L451.9bn thanks to buoyant demand from international markets, notably in Europe and the Middle East, according to Mrs Cecilia Daniell, the managing director.

The company, which is paying an unchanged dividend of L220 and L240 for ordinary and savings shares respectively, confirmed a L77m equity buy-back for slightly over 7m shares.

to Nkr309m, the rate in Norwegian currency being held back by weaker exchange rates.

Operating profit for the nine months before research and development costs was Nkr1.1bn. Spending on R&D for the nine months surged by 70 per cent to Nkr34m, mainly due to the HN Pharma purchase.

Restructuring of this business, involving the loss of 150 jobs, was nearly complete, Hafslund Nycomed said.

For the nine months, Nycomed Imaging, the division that accounts for Omnipaque, made operating profit of Nkr785m, up 18 per cent to 130 since regional jet.

Among other interests, Hafslund Transport bought three refrigerated cargo vessels from the beleaguered Polly Peck International this year. The plan is to lease them back to Polly Peck's subsidiary Del Monte for 10 years.

Hafslund said: "Del Monte's operations are financially sound and shielded from the other companies in the PPI group."

## NEWS IN BRIEF

### Dasa to reorganise plants

**DEUTSCHE** Aerospace (Dasa), the aerospace and military division of Daimler-Benz, is reorganising its aircraft plants "to compensate for the slow down in military aircraft production," according to Mr Johann Schäffer, head of the aircraft division of Dasa, writes David Goodhart in Bonn.

The aircraft division will have four main units: the helicopter strategic business unit, the military aircraft strategic business unit, Deutsche Airbus, and the regional aircraft strategic business unit.

Mr Schäffer confirmed that the last-named unit was engaged in a feasibility study with other European producers for the building of a new 80 to 130 seat regional jet.

**Assurances Générales de France** (AGF), the French state-owned insurance company, has moved into first place in the Chilean insurance market with the acquisition of majority stakes in two companies, and of a significant holding in a leading pension fund, writes George Graham in Paris.

AGF will control 16.5 per cent of Chile's non-life insurance market with the acquisition of 95 per cent of Concordia Generales, with 10.2bn pesos of annual premiums, and 61 per cent of Prevision, with 3bn pesos of non-life premiums and a further 4.2bn pesos of life premiums.

**SVARD**, the Norwegian shipping, finance and shipbroking group, after nine months experienced a decline in pre-tax profits to Nkr301.8m (US\$23m) from Nkr345.2m last year. Third-quarter profits also declined by Nkr24m to Nkr119m, writes Karen Fossli in Oslo.

**Vard A/S**, the parent company, experienced losses after nine months, of Nkr43.7m compared to losses of Nkr28.2m last year. Third-quarter losses fell Nkr1.7m to Nkr1.8m.

Group extraordinary income from foreign exchange gains, after nine months, hit Nkr67.5m compared to losses of Nkr48.5 last year. Earlier this year Vard was listed on the London stock exchange.

## Preparing for life at the end of the road

Mercedes and Voest plan to recycle material from scrap cars, reports John Griffiths

**T**he European motor industry's growing interest in recycling cars to avoid wasting energy and materials has been boosted by the formation of a joint venture between West German car maker Mercedes-Benz and Austrian steel and industrial group Voest-Alpine Stahl.

Management of the venture, which has yet to be given a formal name, has begun looking for a site on which to establish a car dismantling plant.

The Mercedes-Voest action follows similar moves by two other West German vehicle groups, BMW and Volkswagen, each of which already has pilot recycling operations.

Mercedes and Voest say their long-term aim is to be able to recycle virtually all of the materials which will make up cars in the future, either converting them into new parts or turning them into energy via high-temperature gasification furnaces.

### BA launches second cost-cutting review

By Paul Betts in Geneva

**BRITISH AIRWAYS** is launching a second internal review of costs and employment levels to try to offset rising fuel and other operating costs which are putting pressure on earnings.

A review earlier this year identified potential savings of up to 540m (\$78m) a year by next year, Sir Colin Marshall, deputy chairman and chief executive, said in Geneva yesterday that the new review was expected to produce an even greater level of annual savings for the airline.

BA reported pre-tax profits of 234m for the year ended last March. It is due to report profits for the first half of the current year on November 14. The impact of higher fuel prices provoked by the Gulf crisis will be felt in the second half which has also traditionally been a slower traffic revenue period than the first half.

The first review included a freeze on jobs and a number of specific measures to curb administrative and operating costs. The new cost-cutting programme will look at all other areas to cut administrative and overhead costs which the airline believes it can effect without undermining competitiveness and quality of service.

If complete recycling were to be achieved, and taken up by the entire motor industry, the materials and energy-saving potential is considerable. Western Europe alone has a population of about 130m cars, around 7 per cent - or 8m - of which are scrapped each year.

Currently, recycling of cars is time-consuming and inefficient, not least because materials need different processing to separate from each other. Also, about 25 per cent of the weight of vehicles, involving mainly plastics, glass and rubber, has to be dumped because no economic recycling processes are available.

Mercedes, BMW and Volkswagen plan to produce new generations of cars which will be designed to make dismantling process much easier. But the first of these are unlikely to start appearing before the late 1990s.

This means that the benefits of total recycling are unlikely to become available until these cars are heading for scrapping around 2010.

Mr Jürgen Hubbert, head of Mercedes' passenger car division, acknowledges that "all the recycling systems that exist at present offer only partial solutions to the problem. If our expectations are realized we will be able to bring a solution to this vitally important environmental matter."

At the dismantling plant envisaged for the joint venture, all fluids will be drained from the vehicles and recycled. Engine, starter motor, gearbox, radiator, battery and catalytic converter will be removed and all the constituent metals recovered, including platinum and rhodium from the catalyst.

Thermoset plastic parts which cannot be melted down for recycling will be chopped up and burned in the gasification furnace, which will also melt

the basic metal shell. The various scrap feedstocks are expected to provide about 30 per cent of the total energy requirement of the recycling process.

BMW, working with several partners in the chemicals and materials processing industries, has already set up a pilot dismantling plant at Landshut, near Munich, which is breaking up 1,500 cars this year. The aim is to study the best processes that might be applied to a 250,000 cars-a-year plant which BMW hopes to build over the next several years. Volkswagen has also spent £2m on a pilot project.

Mercedes, whose gloveboxes and other interior trim parts are already made from recycled paper and rags, is already taking recycling into the after-market. A spokesman said that Mercedes drivers who need to replace damaged bumpers can now buy either new ones or, for a lower price, ones that have been salvaged and repaired.

### VME in bid for Swedish group

By William Dawkins in Paris

**VME GROUP**, a Netherlands-based maker of construction equipment, said yesterday it had made a recommended cash offer for Akerman Verkstad, valuing the Swedish excavation equipment maker at SKr505m (\$30m), Renier reports.

The bid is worth SKr148 for both A and B shares in Akerman - 48 per cent greater than the last price of SKr100 for Akerman's restricted B shares. VME is jointly owned by Sweden's Volvo and Clark Equipment of the US.

VME said it already had shares equivalent to 4.5 per cent of Akerman's share capital and 28.3 per cent of the voting rights. It said holders of an additional 20.4 per cent of the share capital and 18.3 per cent of voting rights had said they would accept the bid.

• The EC is expected to announce its ruling on another controversial European airline deal today involving Air France's takeover of UTA, the independent long haul French airline, and of Air Inter, the domestic French carrier. The Commission appears set to approve broadly the Air France-UTA deal.

A prospectus would be published in December, VME said, with the acceptance period running from December until January 1991. Although VME is based in the Netherlands, its head office is in Brussels.

### Thomson sinks to loss of FFr270m

By William Dawkins in Paris

Profits would be less than the FFr270m reported by the group in 1989, while turnover would fall slightly from FFr76.6bn to just over FFr75bn.

Operating profits in the first six months rose from FFr30.7m to FFr35.7m, but the financial loss on interest costs and other charges widened from FFr4.6m to FFr7.2m. This was mainly due to the consumer electronics division's increased working capital requirements and a fall in cash balances at the defence electronics subsidiary.

Its results were the latest evidence of the troubles affecting Europe's electronics industry, where Philips, the Dutch multinational which is Thomson's partner in an ambitious development programme for high definition television (HDTV), only last week announced a further round of sweeping cuts in its workforce.

The French group and its consumer electronics division, Thomson Consumer Electronics, are fully state-owned, although Thomson CSF, the 60 per cent-owned defence subsidiary, is quoted. Thomson CSF last month reported a 29 per cent drop in net profits for the first half of 1990.

Thomson group warned that the full year's attributable net

### THE BNP GROUP ON 30 JUNE 1990 INTERIM PROFITS LOWER

The Board of Directors, presided by Chairman René THOMAS, presented the consolidated interim profits for the six month period ended 30 June 1990 at its meeting on 10 October.

Highlights (in FRF m)	Half year ended		Change	
	30 June 89	30 June 90	In FRF m	In %
Net Banking income .....	17,307	17,756	+ 448	+ 2.6
Operating Expenses and Depreciation .....	11,395	12,801	+ 1,406	+ 12.3
NET OPERATING INCOME .....	5,912	4,954	(958)	- 16.2
Operating and Related Provisions and General Risks .....	3,502	3,210	(292)	- 8.3
NET INCOME .....	1,493	1,076	(417)	- 27.9
- Group's share .....	1,403	983	(410)	- 29.2

on 30.06.1989 US/Dollar = FRF 6,636 - on 30.06.1990 US/Dollar = FRF 5,61

Compared to the interim results for the six month period ended 30 June 1989 (operating income up 37.9% and net income up 14.0%), which showed substantial growth, the BNP Group registered significantly lower interim profits in 1990, with operating income down 16.2% and net income down 27.9%.

The lower level of profits is attributable to the impact of exceptional factors specific to BNP, coupled with a general deterioration of operating conditions.

Two events specific to BNP were primarily responsible for depressed interim profits:

• A six week strike at the beginning of the year, which lead to higher personnel costs, higher collection costs that adversely affected the cash position, and a drop in customer transactions. The impact of the strike on interim profits may be estimated at over FRF 400 million, causing an increase in operating expenses for BNP (Continental France) to 7.1% from 5.2%.

• A provision of FRF 605 million, following those made in 1988 and 1989, to cover foreseeable costs related to the winding up of BIAO SA and the devolution of its subsidiary.

In addition to these particular events, the Bank profits were affected by a general deterioration in operating conditions:

• lower income from financial and stock market activities;

• lower Dollar/Franc exchange rate, which affected the international network's profits, foreign currency transactions, and income from the Group's foreign currency investment assets;

• increasing interest arrears owed by a growing number of debtor countries, as well as the impact of restructuring of foreign debt. These factors lowered 1990 interim profits by over FRF 500 million compared to those for the same period in 1989.

Interim profits for the six month period ended 30 June 1990 include consolidation of new companies, in particular Banque de Bretagne and its subsidiary Banque de la Côte, Central Bank (California), and BIAO. On a constant of consolidation and exchange rate basis operating expenses would have increased by 9%, whilst net banking income would have remained stable.

In France, business was sustained thanks to a major effort by the networks, which helped to counter set-backs caused by the strike and consolidate the Bank's market share:

• French franc customer loans increased by an average of 14.4% in the first half-year;

• company loans rose by 14.3% whilst equipment loans rose by 23.2%;

• loans to individuals increased by 14.5% whilst housing loans grew more rapidly (15.8%) than short-term advances (9.5%);

• French franc customer deposits rose by 15.2%; demand deposits alone increased by 8.4%;

• assets under management by units trusts rose 19.6% to FRF 179 billion.

Among subsidiaries in continental France, Banexi, BNP and Compagnie d'Investissements de Paris showed strong growth in operating income, whilst Credit Universal and certain financial subsidiaries felt the effects of difficult markets.

Foreign networks generated higher operating income, despite the falling dollar, a sensitive point for a bank with considerable international interests.

Sovereign risk coverage (including short-term advances and off-balance sheet commitments) was 60% of exposure in over 70 countries on 30 June 1990.

In the first six months of 1990, the BNP Group raised its shareholders' equity by FRF 5.2 billion via a share issue reserved for the French Government. The income from this issue was used to acquire a 10% equity interest in UAP. It should be noted that on 30 June 1990, this operation had no impact on BNP Group consolidated profits.

The Board of Directors was informed of already decided measures to control costs and to halt the decline in margins on customer transactions.

These efforts will continue and be developed in 1991. They are a pledge for renewed profitability, despite the uncertainties caused by events in the Gulf, crisis on the financial markets, and slower economic growth.



**Swiss Bank Corporation**  
Schweizerischer Bankverein  
Société de Banque Suisse

U.S. \$150,000,000

11% per cent. Notes due 1993

Swiss Bank Corporation  
Investment Banking

Bear Stearns International Limited

Credit Suisse First Boston Limited



## INTERNATIONAL COMPANIES AND FINANCE

## Gencor up 17% despite slowing home economy

By Philip Gavith in Johannesburg

**GENCOR**, the diversified South African conglomerate with mining and industrial interests, resisted softer international commodity prices and a slowing domestic economy to record improved earnings in the year to the end of August.

Attributable income rose 38 per cent to R1.45bn (\$570m) from R1.05bn.

Earnings and dividend growth were diluted following a rights issue, leaving earnings per share 17 per cent higher at 12 cents and the dividend 18 per cent up at 4 cents a share.

Domestic demand dropped sharply after the first few months of the financial year as the result of strict monetary and fiscal discipline.

In international markets commodity prices were mostly weaker and an 8 per cent deterioration in the rand-dollar exchange rate did not fully compensate for cost-inflation.

Attributable income from Gencor's mining interests declined from 54 per cent to 41 per cent of the total with chrome and manganese producer Samancor again the leading contributor at 17 per cent, down from 31 per cent because of a reduction in Gencor's effective interest.

Impala Platinum and Gengold maintained their income amid difficult market conditions while coal arm Trans-Natal doubled its contribution to 6 per cent of earnings.

## Willis Corroon sees fall in holders seeking appraisal

By Nikki Tait in New York

**WILLIS CORROON**, the insurance broking group formed by the recent merger of Willis Faber in the UK with US-based Corroon & Black, said yesterday that the number of shareholders seeking appraisal rights as a result of the merger had fallen from those speaking for 11.8 per cent of the equity to 4.4 per cent.

Under the merger terms, Corroon shareholders were offered shares in Willis. However, when a rival bidder offered a higher cash price for Corroon only to be rejected by

the US company, some investors were sufficiently angry to suggest that they would seek the appraisal route instead. Under this process, they can have the value of their shares assessed by the US courts, and receive a cash sum instead.

However, the process is lengthy and the extent of the eventual premium over the paper terms was always uncertain. The two insurance brokers had suggested some shareholders seeking this option would fall by the wayside once the deal was completed.

## Macy losses tumble to \$215m

**R.H. MACY**, the troubled US stores group, reported a jump in full-year net losses to \$215m from \$54m in 1989, while earnings before depreciation, interest and taxes fell to \$715m from \$822m. However, revenues rose to \$7.27bn from \$6.97bn, agency report.

Macy's said in a filing with the Securities and Exchange Commission that sales were \$1.63bn in the fourth quarter ended July 26 1990, compared with \$1.55bn a year ago. Comparable store sales were 1 per

cent up on the period. At the end of the year, Macy had total short and long-term outstanding borrowings of \$5.58bn, up from \$5.27bn in 1989.

The increase is primarily related to greater working capital borrowings. The debt will continue to result in significant interest expense — about \$735m in 1991. Macy said. It anticipates the cash position (about \$600m in 1991) for the year will be paid from operations. It is exploring ways to cut expenses.

## Write-offs expected in third quarter at GM

By Martin Dickson  
in New York

**WALL STREET** is bracing itself for General Motors to take a large write-off on plant closures when it announces its third-quarter figures tomorrow.

Sappi, the pulp and paper producer, and Malbark, the industrial holding company, were affected by adverse operating climates.

Sappi was also hit by weaker international markets for its products and industrial relations problems which saw its share of earnings drop from 26 per cent to 16 per cent.

Malbark's contribution dropped from 14 per cent to 8 per cent on the back of a domestic economy slipping into recession.

The brighter side of the results came from the newly formed energy arm, Engen, and Gembel which manages its own, and the group's, investment portfolios.

Engen, which is by value Gencor's largest investment with a market capitalisation of R2bn, contributed R414m or 29 per cent of the group's income.

Mr Derek Keys, executive chairman, said the Gencor portfolio's share of this sum would drop with lower interest rates and the absorption of the rights issue funds into other projects which would become the source of profits.

Looking ahead, Mr Keys said that operating income was likely to fall in the current year, but substantial transaction profits would comfortably allow the dividend to be maintained at its increased level.

## Ajinimoto hit by rising costs

By Martin Gunn  
in Tokyo

**AJINIMOTO** materials and distribution costs in the six months to end-September battered pre-tax profits at Ajinimoto, Japan's largest food processor. Profits inched up 0.2 per cent from the same period last year to Y16.5m, in spite of a 3.4 per cent increase in sales to Y236.7m (\$1.84m).

Profits were boosted by a surplus in the balance of the company's financial items and a Y2.9bn profit from equity dealing.

Ajinimoto, which holds a 20 per cent stake in leading soft drink maker Calpis, plans to integrate the company into its own beverage division in the next fiscal year.

Partly due to this move, it predicts a pre-tax profit rise of 1.6 per cent to Y34.4m for the full year to March 31. It expects annual sales to increase to Y515m from Y477.1m.

The company is negotiating with the owners of several potential takeover targets in the hope it can become a greater force in North America's industrial minerals industry, writes Kenneth Gooding.

This follows a successful diversification into the silica sand business, one which has similar markets and customers as those for the company's leading products borax and borax acid.

In 1987 US Borax merged two companies bought for US\$1.35m into one called US Silica, which has 18 sites in 17 US states and accounts for nearly

## Reynolds prepares to turn full circle

Kenneth Gooding on the expansion of the large US aluminium group

**M**r Bill Bourke, chairman of Reynolds Metals, second-largest of the US aluminium groups, said when he moved into his office in 1988 when he had the same drapes and carpet that had been fitted in 1988 when the company's sprawling headquarters at Richmond, Virginia, was first opened.

And, despite chalking up record or near-record profitability in the past four years, Reynolds is only just getting round to refurbishing his office and the rest of the executive floor. The work is being financed by the sale of 18 paintings, valued at \$2m, which until recently adorned the executive walls. "Most of us don't like the paintings," said Mr Bourke. "In any case, we've put \$200,000 in the budget for replacements and with luck they will appreciate like the old ones."

All this says a great deal about the parlous state of Reynolds when Mr Bourke moved in as chief executive — and about his priorities when it comes to spending money.

"We are in the process of literally rebuilding and expanding this company from the ground up," he pointed out.

The task is far from complete. Changing the analogy, Mr Bourke said: "It's like turning a battle ship. It takes a long time. But we have gone about 300 degrees out of the 360 we need to do to complete the full circle."

The process started in the recession of the mid-1980s when Reynolds made 30 per cent of its employees redundant and wrote off 40 per cent of its production capacity. It is still cutting its workforce, but only by attrition. "We literally shrunk the company," said Mr Bourke.

"I was accused of cutting out more than the fat and getting into the sinews and bone. But we have prospered. When I took over the market value (of Reynolds) was \$360m. Today it is worth \$4bn. I bought my first 1,000 Reynold shares in 1981 at \$15 a share. Today they are \$38."

He continues to tick off the improvements. "The debt-equity ratio was 60-40 in 1981. Today it is 31-69 after a regular increase in dividends."

Over the past four years Reynolds has taken steps to



Bill Bourke: 1991 could be the best year in the company's history

insulate itself against cyclical downturns by adding more efficient production capacity; developing its can, packaging and consumer products operations; enlarging its ability to add value to downstream products (more than 90 per cent of its sales today are in higher-margin, added-value, fabricated products) and diversifying into precious metals while reducing costs and improving quality.

Relatively recession-proof packaging, can and consumer products already account for 40 per cent of Reynolds' total sales of more than \$6bn. Much of its recent growth has come from non-aluminium products, especially plastic. Some 20 per cent of its sales are now non-aluminium products.

The cornerstone of this strategy is an investment programme to refurbish operations. "It's a programme that affects virtually every one of our production operations," said Mr Bourke.

For the three years of 1988 to 1990 inclusive, Reynolds will have invested an average of nearly \$700m a year, including nearly \$1bn this year alone. "We expect to spend another \$750m in 1991," he added.

These projects are already making contributions to the business and will give us a cumulative reduction in costs at all stages of production, from ingot to finished product.

"Assuming that demand and

price for aluminium remains stable, capital projects to be completed this year and next are projected to produce pre-tax profit increases of about \$150m in 1991 and over \$200m in 1992." (Reynolds' taxable income last year was \$758.3m).

Reynolds cut the cost of producing primary aluminium by 20 per cent by nationalising in the 1980s. Its new smelting capacity will produce aluminium at below 80 cents a lb, he said, thus cutting the company's total costs.

The company at present has the capacity to produce 380,000 tonnes of aluminium and buys in about 40 per cent of its requirements, mostly in the form of scrap. This allows Reynolds to cut its purchases of the metal during downturns in the economic cycle, Mr Bourke pointed out. Even when its new capacity comes into operation, Reynolds will still need to buy an annual 350,000 tonnes of the metal.

With new alumina and aluminium smelters now costing more than \$1bn, the chances of the industry over-building in good times and being forced to shut down in bad — which plagued the aluminium industry in earlier decades — is unlikely to be repeated, according to Mr Bourke.

"I don't want to have to lay off people again," he said vehemently.

"The hardest thing in business is to have to lay off hard-working, loyal and good employees. It is one and a half years before I retire and I would prefer that my successor does not have to do this — I certainly won't."

Forecasts are likely to be revised from week to week in the light of current world uncertainties, but Reynolds sees a minor near-term weakness in aluminium demand bottoming out around the year-end and business becoming stronger as we move through 1991.

"Business for next year as a whole should show decided improvement over 1990 in spite of possible near-term slackness," said Mr Bourke.

What this forecast means for Reynolds is that "we could have a good chance of making 1991 the best year in the company's history — barring a recession or other uncontrollable factors, of course."

## Reader's Digest up 22% in first quarter

By Karen Zagor  
in New York

**THE Reader's Digest Association**, the publisher of one of the world's most widely read magazines, yesterday reported first-quarter net income of \$20.2m, up 22 per cent from \$16.2m a year ago.

Last year's results include a non-recurring charge of \$1.6m. Earnings per share advanced 20 per cent to 42 cents in the 1991 quarter from 35 cents last year. Revenues rose 19 per cent to \$224.1m from \$192.7m.

The New York company, which went public in February, said US revenues rose 16 per cent in the latest quarter while international revenues jumped 27 per cent. Excluding the impact of favourable foreign currency translations, international revenues increased 10 per cent in the latest quarter.

In the three months to end-September, revenues from Reader's Digest publications were 10 per cent higher at \$161.7m. The company's books and home entertainment business posted revenues of \$33m, up 24 per cent from a year ago. The special interest magazine operations reported revenues that were 39 per cent higher at \$15.5m, including contributions from American Health magazine which was acquired in February this year.

## St Lawrence earnings fall to C\$26.7m

By Robert Gibbons  
in Montreal

**A SEVERE** slowdown in construction in Ontario and the north-eastern US brought a setback for Swiss-controlled St Lawrence Cement in the first nine months.

Earnings were C\$26.7m (\$152.3m) or 62 cents a share, down from C\$32.4m or C\$1.20 a share a year earlier, on sales of C\$242m against C\$33m. Third-quarter earnings were equal to 33 cents against 52 cents.

St Lawrence, controlled by the Holcim Group, and the largest cement producer in eastern Canada, said weak markets will continue in 1991. It is considering expansion into environmental services.

St Paul Canadian Petroleum, the energy arm of Canadian Pacific, gained from higher oil prices in the third quarter, bringing a 49 per cent jump in net profit to C\$9.5m or 40 cents a share on revenues of C\$228m, up 24 per cent.

Net profit for the first nine months was C\$107.5m or 58 cents a share, against C\$104.4m or 55 cents a year earlier, on revenues of C\$523m, up 2 per cent. PanCanadian has been given a mandate by the parent company to speed up development of its oil and gas reserves in western Canada. Higher earnings will help compensate for a collapse in Canadian Pacific's forest products arm.

## US Borax reviews potential takeover targets

US BORAX, a wholly owned subsidiary of the RTZ Corporation of the UK, is negotiating with the owners of several potential takeover targets in the hope it can become a greater force in North America's industrial minerals industry, writes Kenneth Gooding.

This follows a successful diversification into the silica sand business, one which has similar markets and customers as those for the company's leading products borax and borax acid.

In 1987 US Borax merged two companies bought for US\$1.35m into one called US Silica, which has 18 sites in 17 US states and accounts for nearly

one-quarter of the US market for silica sand.

The merged companies, Pennsylvania Glass Sand, acquired in 1985, and Ottawa Silica, bought the following year, supply silica sand principally to glass and metal casting industries.

Mr Ray Kerster, US Borax's senior vice-president of finance, said yesterday "tremendous cost savings" had arisen from the merger, which resulted in a 30 per cent reduction in numbers employed. He suggested that US Silica was now the most profitable company of its kind in North America. US Borax wanted to carry out a similar exercise in

other parts of the industrial minerals industry.

But Mr Kerster stressed

US Borax was not in any hurry. "We will only move when the time and the price and the (target) company is right." US Borax wanted at least a 15 per cent return on operating assets very quickly after any acquisition.

The market for borates — an ingredient but unobtrusive in more than 200 products, but primarily used in fibre glass in North America and as a bleach in washing powders in Europe — is mature. But Mr Ian White-Thomson, president of US Borax, suggested long-term

annual growth of 2 per cent could be expected.

US Borax dominates the

Western world's industry and accounts for about 85 per cent of the market. Its operations are based on one of the world's two largest boron deposits, discovered in 1927 and located in the middle of the Mojave Desert in southern California.

More than half of US Borax's

annual annual sales are

exported, while its imports are negligible.

The company prefers

to keep its few competitors

in the dark about its profitability.

But RTZ Borax contributed

net earnings of \$99m (\$193m) to

the group's total of \$589m last year, against \$103m and \$425m.

Higher earnings will help compensate for a collapse in Canadian Pacific's forest products arm.

Net profit for the first nine

months was C\$107.5m or 58 cents a share, against C\$104.4m or 55 cents a year earlier, on revenues of C\$523m, up 2 per cent. PanCanadian has been given a mandate by the parent company to speed up development of its oil and gas reserves in western Canada. Higher earnings will help compensate for a collapse in Canadian Pacific's forest products arm.

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## INTERNATIONAL CAPITAL MARKETS

# Yankee bonds find favour with new issue houses

By Tracy Corrigan

THE widening of spreads in the Eurobond market over the last few months appears to have tipped the balance in favour of the Yankee bond market. Yesterday, BP America and the Province of Alberta both announced \$300m offerings in the Yankee bond market — the US domestic market for international bond issues.

The Eurobond market has underperformed the US bond market recently, because it is more sensitive to movements in the dollar. Consequently, the US market now offers cheaper funding, at least for corporate borrowers.

The pricing of BP's 10-year Yankees deal via Goldman Sachs was indicated at around 7% point above the comparable US Treasury. An official at BP in London said the company would have had to pay around 15 basis points more to tap the Eurobond market, and would have been unable to bring such a large issue. He added that BP's first dollar funding in 18 months would be used to

refund short-term debt. The Alberta deal, a seven-year transaction via Merrill Lynch, was expected to be priced to yield around 60 basis points above comparable Treasury issues.

Further, execution of the deals was said to be cleaner in the US. "Notoriously [the Eurobond and US] markets are trad-

ing quite close. But there is just no demand for Eurobonds," one trader observed.

However, there does seem to have been some consolidation of Eurobond spreads at current levels, particularly for sovereign and supranational names.

Meanwhile, the Eurobond market got off to a slow start this week. A landslide general election victory for the National Party in New Zealand rid the Kiwi bond market of any residual uncertainty, paving the way for a new Eurobond issue. In

## Portugal to sell 33% of state bank within weeks

By Patrick Blum in Lisbon

THE partial privatisation of Banco Português do Atlântico (BPA), Portugal's largest state-owned commercial bank, is to go ahead within the next few weeks with the public flotation of 33 per cent of the bank.

In the New Zealand bond market, the bond market was flat in the wake of the election victory, partly because the change of government was widely expected and partly because the new government's economic policies bear a close resemblance to those of the departing Labour Party.

The New Zealand bond market has underperformed the bullish Australian dollar market in recent months, re-establishing a somewhat wider yield differential between the markets. Nevertheless, New Zealand dollar-denominated Eurobonds, like Telecom Corporation of New Zealand's NZ\$50m deal launched yesterday by Fay Richwhite, still rely on investors with funds to reinvest from redemptions of outstanding issues. Telecom's two-year 14 1/4 per cent bonds were bid on full fees of 1 1/4 points. In the Swiss market, the Japanese government-guaranteed Small Business Finance Corporation launched a SF120m five-year deal via Swiss Bank Corp. The 7 1/4 per cent bonds traded within fees.

The programme has included the 80 per cent privatisation of Banco Totta e Acores, the 100 per cent sale of insurers Tranquillidade and of brewer Unicam, and the partial sale of Centralbank, another brewery, along with several other smaller privatisations.

For this reason, the government has been especially cautious in preparing the sale.

An exact date has yet to be fixed, but the general conditions for the bank's privatisations have been agreed.

Altogether 6.6m shares will be on offer, with 1.65m shares — representing 25 per cent of shares being sold — reserved for employees, small investors and emigrants, and 1.32m shares — representing 20 per cent of the shares on offer — reserved for holders of the bank's participation certificates. The remaining 3.63m shares will be offered for public subscription.

The government intends to maintain strict limits on the purchase of shares in an effort to encourage a wide range of domestic investors.

Single investors will be limited to a maximum 10 per cent and foreign investors to 5 per cent of privatised shares.

The bank's privatisation is expected to be completed next year in two more stages, along with that of other financial institutions. All banks, insurance and investment companies earmarked for privatisation are to be sold by end-1991.

## Merrill Lynch details restructuring

By Nikki Tait in New York

MERRILL Lynch, the largest US securities firm, yesterday unveiled details of a management shake-up which will end the firm's two-sector structure and replace this with six divisional units.

In the past, Merrill has divided its operations into two organisational units: capital markets, which included investment banking as well as debt markets, and the like, and consumer markets.

The latest incorporated all the retail brokerage operations.

Now, Merrill is stripping away these two layers and creating six divisions, whose heads will report directly to Mr Dan Tully, the company's president and chief operating officer, and Mr William Schreyer, its chairman.

The six divisions are private client; asset management; insurance; investment bank-



Dan Tully: man at the top of the revised structure

ing; debt markets; and equity markets. There will be four newly-elected executive vice presidents as a result of the

move: Mr Barry Friedman (investment banking); Mr David Komansky (equity markets); Mr Roger Vassal ( debt markets); and Mr Arthur Zelbel (asset management).

Two current executive vice presidents, M John Stevens and Mr Thomas Patrick, will lead private client and insurance respectively.

Mr Stevens was the former head of the consumer markets sector.

Mr Jerome Kenney, who previously led the capital markets sector moves to take charge of a support division, namely corporate strategy and research.

Merrill, which is already engaged in cost-cutting and took a \$47m charge earlier this year to pay for lay-offs, said that "a few hundred" jobs will probably be lost by the end of the year as a result of the reorganisation.

The company has already seen several management shake-ups in recent months.

Departures have included Mr Raymond Minella and Mr Jeffrey Berenson, the joint heads of the merchant banking/junk bond operations who were relieved of their duties in June and have since quit.

Mr Nikko International, the US subsidiary of Japan's Nikko Securities, has expanded its presence in the US by joining the American Stock Exchange.

Mr Hideo Suzuki, chairman,

said: "With the addition of the Amer membership, Nikko International expects to provide its global client base with more efficient order executions".

Nikko International is also a member of the New York, Boston and Pacific stock exchanges, and the Chicago Board of Trade and Mercantile Exchange.

## Spanish brokers set up fund for foreign investors

THE Spanish brokerage firm Asesores Bursátiles Valores has set up a capital investment fund for overseas investors interested in unlisted Spanish companies, AP-DJ reports from Madrid.

Asesores hopes the closed-ended fund will attract around Pta16bn from institutional investors in the US, France, Germany, the UK and Japan.

The brokerage firm will identify suitable unlisted Spanish companies undertaking development projects and looking for investors.

Investment would guarantee a negotiated minority stake in the company and representation on the board of directors.

Companies in the distribution, food products and construction materials sectors will be targeted.

The Asesores Bursátiles Capital Fund has a strict eight-year limit before investors can recoup gains on their original investment.

## Correction British Land

The terms of a syndicated loan for British Land have not been changed as was stated yesterday. The size of the facility was recently reduced.

## INTERNATIONAL BOND ISSUES

Borrower	Amount m.	Coupon %	Price	Maturity	Per cent	Lead manager
Telecom Corp (NZ) a	50	14 1/2	101.85	1992	1 1/4	Pay Richwhite (UK)
SOHN FINANCIAL	120	7 1/2	101	1995	-	SSC
YEN	11bn	8	100.925	1992	1 1/4	Nomura Int
a) Private placement. b) Convertible. c) With equity warrants. d) Floating rate note. e) Final terms. f) Non-callable.						

## IBJ in A\$500m debt programme

By Victoria Griffiths in San Paulo

IBJ Australia Bank, a subsidiary of the Industrial Bank of Japan, has set up a A\$500m international debt securities programme, writes Simon London.

The five-year programme allows the bank to issue certificates of deposit and medium-term notes in Australian dollars, US dollars and Ecu. Paper issued under the programme will be targeted mainly at Far Eastern investors, although the dealer group includes two London-based institutions, Morgan Securities Asia.

## Tokyo bank in Brazil deal

By Victoria Griffiths in San Paulo

THE Long-Term Credit Bank of Japan is to acquire 49 per cent of the capital and 33 per cent of the voting shares in Banco Omega, a Brazilian investment bank based in Rio de Janeiro.

The move is part of the administration's attempt to attract foreign capital into Brazil. The Ministry of the Economy said the participation marks the entry of "fresh money" — investment not tied to existing debt — into the country.

Mr Marcio Faria, director of

Banco Omega, said the bank would use the link to woo the Japanese and Brazilian-Japanese business community. According to Mr Faria, there are some 500 subsidiaries of Japanese companies in Brazil.

Banco Omega will act as an adviser to the Long-Term Credit Bank of Japan on the Japanese institution's large portfolio of Brazilian loans. Banco Omega also hopes to use the connection to participate more actively in the profligate secondary debt market.

## LONDON MARKET STATISTICS

### FT-ACTUARIES SHARE INDICES

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in conjunction with the Institute of Actuaries and the Faculty of Actuaries

#### EQUITY GROUPS

##### 2. SUB-SECTIONS

Figures in parentheses show number of stocks per section

#### Index No.

#### Day's Change %

#### Est. Earnings M £m

#### Gross Yield %

#### Est. P/E Ratio

#### Adj. Net D. Yield %

#### Index No.

#### Index No.

#### Index No.

#### Year ago

#### Index No.

## &lt;h4

## UK COMPANY NEWS

## Withholding of Polly Peck assets is firmly denied

By David Standard

REPORTS THAT assets belonging to Polly Peck International in Turkey and northern Cyprus might be withheld from the administrators were firmly denied yesterday.

Mr Tahsin Karan, chief executive of Vestel Elektronik, one of Polly Peck's two main subsidiaries in Turkey, said he would co-operate fully with the administrators who were appointed last week by a High Court judge in London.

"Vestel is a Polly Peck subsidiary. "Mr Karan said. "The (the administrators) represent our shareholders. This is not a private company. I have 10,000 shareholders and I will comply with whatever is legally required." Polly Peck owns 82 per cent of Vestel, which is listed in Istanbul.

Mr Karan denied reports published at the weekend claiming that he had said that London could not interfere with Vestel.

Mr Asil Nadir, chairman of Polly Peck, also strongly denied reports that Vestel shares had been transferred out of the ownership of his group and that he had left the company.

## Scholar steps down as Tottenham director

By Andrew Hill

MR IRVING Scholar has stepped down as a director of Tottenham Hotspur in the hope that his resignation may clear the way for the group's plans to raise more capital.

However, Mr Scholar is to remain chairman of the football club itself.

Mr Scholar was one of only two company directors who knew of the existence of a secret agreement with Mr Robert Maxwell.

At the beginning of August Mr Scholar invited Mr Maxwell to underwrite a £13m Spur's rights issue through Headington Investments, a vehicle for the publisher and his family which would have been left with a large stake in the company.

Mr Douglas Alexiou, acting chairman of the Spur's holding company, would not comment yesterday on the possibility that the resignation had been prompted by a continuing boardroom rift between Mr Scholar and Mr Paul Bobroff, who was sacked as company chairman last month but is still on the board.

"[Mr Scholar] felt that in view of the uncertainty it

"As you can see, I am still here," Mr Nadir said, adding that he was contemplating legal action against his lawyers, who had claimed that he had flown to Istanbul and Cyprus.

Meanwhile in northern Cyprus, there was uncertainty about the position of Mr Ilker Nevzat, the man in charge of Polly Peck's operations on the island. Mr Nevzat's brother is married to Mr Nadir's younger sister.

Turkish and Cypriot newspapers said Mr Nevzat had resigned after a dispute with Mr Nadir about over whether or not he should sign bank loan documents last week.

Mr Unal Akif, a Polly Peck manager in London, handling business in the Far East and a former chairman of the Turkish Cypriot state citrus export company, was named as his replacement with effect from November 1.

However, a press spokesman for Suncrest, Polly Peck's citrus export company in northern Cyprus, said that as far as he was aware, Mr Nevzat was still continuing to run the company.

## Peel to sell its stake in Mersey Docks

By Clare Pearson

PEEL HOLDINGS, the property company chaired by Mr John Whittaker, yesterday announced its intention to sell its 10.82 per cent stake in the Mersey Docks and Harbour Company.

Put together with shares held by the government, this means that 31.5 per cent of the shares in Mersey Docks are now up for sale.

However, the Manchester Ship Canal Company, controlled by Greathay Investments, a company indirectly owned by Mr Whittaker's family, retains a 19.17 per cent stake.

The government has said it will not sell its shares until the outcome of an investigation into possible insider dealing in Mersey Docks shares is known.

Peel's announcement appears to put an end to the long-running speculation - which has surfaced periodically since it first acquired a 10 per cent holding three years ago - that it would launch a bid for Mersey Docks.

Mersey Docks' shares closed down 2p at 178p. Peel's were unchanged at 138p.

Yesterday Mr Whittaker said: "Peel is now concentrating its resources on property investment, and the shareholding in Mersey Docks plays no part in this strategy."

Mr Paul Walmscott, Peel's company secretary, stressed that the Mersey Docks stake was acquired before Peel bought London Shop, the retail property developer, for £200m in early 1989.

Peel's gearing stands at more than 100 per cent and the company has said it would like to reduce borrowings.

At yesterday's closing price, Peel's stake in Mersey Docks was valued at about £11.57m.

The bulk of the holding is thought to have been acquired at 20p per share.

Manchester Ship Canal's stake has been built up from a 6 per cent holding acquired in a dawn raid on Mersey Docks in May.

## The complex complexion of convertibility

Maggie Urry examines the listing document of Brent Walker's £103.3m bond issue

**S**HAREHOLDERS IN Brent Walker, who obtained early copies of the group's listing particulars, issued yesterday in connection with a £103.3m convertible bond issue, were still puzzling over the fine print last night.

They are being asked to vote in favour of the bond issue at a shareholders' meeting on November 15. However, the document told them that discussions with the group's bankers about the high level of debt and the covenants relating to the debt were continuing. There is a fear that if the bond issue does not go ahead, the "variation of existing banking arrangements" described in the document may be put in jeopardy.

One institutional shareholder said that the document raised more questions than it answered. Another suggested:

"They have got a gun to our heads. The convertible issue will dilute the hell out of existing holders. Shareholders do not seem to have been represented at all at these discussions."

However, other shareholders were more hopeful. One said:

"I believe the value of the assets will out in the end." He said that although the dilution would mean that existing shareholders would not get the full benefit of any recovery, the

group's inability to sell assets and its heavy debts had put it in a difficult position.

The listing particulars show that the group's net debt had risen sharply to £1.4m at October 16, if all the possible liabilities are included - such as £128.1m of guarantees given on loans, and contingent liabilities of £23.9m.

At the July 16 balance sheet, which Brent Walker published with its interim results a month ago, net debt was shown as £1.15m.

Of the total debt, only £25m relating to last December's acquisition of William Hill, the betting shop chain, and a £11.3m overdraft have been made on a secured basis. Unsecured bank loans total £221m.

In his letter to shareholders, Mr George Walker, chairman, repeated earlier assertions that planned disposals of assets had not been possible at fair prices, and the bond issue had been launched as an alternative source of funds.

The sale of Goldcrest, the group's film business, for £33m (£27m) plus a possible further

£4m depending on the profits of All Dogs Go to Heaven, a new cartoon film, illustrates the problems the group has had in making asset sales.

A year ago there were hopes

that a sale price of £50m might

cash, with instalments of £15m and £6m following after six and 12 months.

Within the small print of the listing particulars there are details of sale and leaseback deals covering group property. Also detailed is an agreement with Standard Chartered Bank, dated last Friday, under which Brent Walker will sell more than 240,000 worth of its rights to a shell company, with the option of buying the properties back. This was a means of injecting £40m into Brent Walker quickly.

The high level of debt does not mean that the group must renegotiate its loan covenants with its bankers and obtain a waiver for any breaches of covenants which may have occurred already.

In his letter, Mr Walker says that the bankers have agreed a plan for achieving the new arrangements. He says directors will want to be sure the arrangements "include appropriate provision for the group's financial requirements taking into account the receipt of the proceeds of the issue".

Shareholders will be given further information about these discussions with bankers by November 16, the day after the special meeting. People involved in the discussions hope that they can be con-

curred by November 14, so that Mr Walker will be able to report to shareholders at the meeting.

The document warns shareholders in bold type not to take the offer to clawback the bonds until they have received that information. As the share price has fallen sharply to well below the 140p price at which the bonds convert into shares, the bonds are likely to trade well below their issue price when they are listed.

The document also lists the five companies which acted as the selling group for the bond issue.

Mr Walker's Bidegate Walk private company is taking up £27.5m of the issue, leaving the selling group taking £76.5m. Of these bonds, £6.5m have been taken by members of the selling group as places.

The five are Citinet, a Bahamas-based investment trust, Hambro Group Investments, MMG Patricof, a venture capital and corporate finance house, Svenska International, the Swedish bank, and Tunis International Bank.

Hambro Bank has said that it took under £10m of the bonds onto its own book, and MMG Patricof said yesterday that it had placed all its share of the bonds with outside investors.

## 'No mystery factor' adds to credentials of credibility

By David Lascelle, Banking Editor

PEEL'S announcement to put an end to the long-running speculation - which has surfaced periodically since it first acquired a 10 per cent holding three years ago - that it would launch a bid for Mersey Docks.

Mersey Docks' shares closed down 2p at 178p. Peel's were unchanged at 138p.

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Mr Paul Walmscott, Peel's company secretary, stressed that the Mersey Docks stake was acquired before Peel bought London Shop, the retail property developer, for £200m in early 1989.

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more than 100 per cent and the company has said it would like to reduce borrowings.

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was valued at about £11.57m.

The bulk of the holding is

thought to have been acquired at 20p per share.

Manchester Ship Canal's

stake has been built up from a 6 per cent holding acquired in a dawn raid on Mersey Docks in May.

complexes. Polly Peck's operations were in the citrus groves of the eastern Mediterranean - the mysterious east as far as many bankers were concerned - and cash, insofar as any existed, lay in the vaults of Little known banks in northern Cyprus.

Brent Walker's businesses are also relatively stable cash generators. The company has

£100m in fresh cash coming in from the bond issue - again in contrast to Mr Nadir's promises of new money which never materialised.

But even if bankers were prepared to lend credence to Mr Nadir's promises, a

clinching factor in their

decision to call in the administrators would have been the launch of an investigation by the Serious Fraud Office into Polly Peck's affairs, and growing uncertainty about Mr Nadir's personal position. When there's a crisis of confidence, things decay very quickly, said a banker.

Another factor was the

behind-the-scenes work by the

Bank of England over Brent Walker, though several bankers cautioned yesterday against reading too much into this. "We shouldn't have to be

loaned on" said one of them. Some banks said they had not even received a call from the

Bank.

The Bank itself refused to comment on its activities before referring to a recent statement by Mr Robin Leigh-Pemberton, the Governor, that the Bank does not dictate that a rescue must be agreed when companies get into difficulty.

It is the creditors' money

that is at stake and if they

collectively feel that

liquidation or administration is the right course, then we accept that, he said.

It appears that the Bank

offered encouragement and support to Brent Walker's

bankers, while stopping short of pressuring them into any moves that might override their commercial judgment.

"The Bank can work best if there is already a sense of direction among the bankers. It can do little when they're in disarray", said a banking executive, referring to the turmoil over Polly Peck.

However, it does seem that

the Bank formed a view that

Brent Walker was capable of

being saved where Polly Peck was not. Brent Walker's

syndicate of about ten banks

was much more manageable than Polly Peck's 60, and the business seemed more soundly based.

The Bank was also handed a dossier of Brent Walker's financial information so it was able to form its own judgment.

See Lex

## Moss Bros turns in £1.1m and warns of 'ugly third quarter'

By John Thornehill

MOSS BROS, the menswear retailer and hire, warned that it had experienced a disappointing start to the second half of the year as the economic outlook continued to have a disturbing effect on retailing.

The shares slipped 2p to 125p.

The statement accompanied results for the six months to July 28 which showed pre-tax profits down from £1.7m to £1.1m, although the previous year's figure did include an £800,000 exceptional credit arising from the sale of a property in Shaftesbury Avenue, London.

Stripped of the exceptional item, trading profits advanced healthily from £893,000 in sales ahead 10 per cent ahead at £943,000 (£22.8m).

The interim dividend is

maintained at 1.5p.

27 and the Cecil Gee format

£200,000 compared with

£220,000 last time.

At the end of the half year, sales were running 10 per cent ahead of the previous year but this has now slipped back to 7 per cent as a result of the weak trading in the opening months of the second half.

The third quarter has been

ugly," said Mr Rowland Gee, managing director.

The company is, however,

gearing itself up for its strongest trading months in December and January and is

looking to benefit from nine store openings this year.

Moss Bros's Suit Company

now operates through 57 outlets;

the classic division, which trades under the Moss Bros, Savoy Taylor's Guild,

and Beale & Human names, has

reached 100 per cent ahead at

£1.1m.

Demand for the group's

clothing hire services - which

account for about 16 per cent of turnover - was said to have remained steady.

Earnings per share, including

the previous half's exceptional

This announcement appears as a matter of record only. October 1990

## LDC ASSET TRADING

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	- Implants reserves strengthened	
	- Sappi Europe launched	
	- Gold mine developments underway	

### 12 MONTHS TO 31 AUGUST

	1990 (audited)	1989 (audited)	Percent increase
Attributable income	- R million	1,447	1,051
			38
Earnings per share - cents	123.0	106.5	17
Dividends per share - cents	40.0	34.0	18
Net assets - R million	16,176	14,236	14
Net assets per share - cents			
- at 31 August	1,375	1,211	14
- at 25 October 1990	1,242		

### FINAL DIVIDEND

A final dividend of 28 cents per ordinary share will be paid on 30 November 1990 to shareholders registered on 9 November 1990. The register of members will be closed from 12 November to 23 November 1990. Currency conversion - 19 November 1990. A profit announcement giving more detailed information will be mailed to shareholders. Copies may also be obtained from the London office: 30 Ely Place, London EC1N 6UA.

On behalf of the board

D L Keys

M H Dalling

Johannesburg  
30 October 1990

## Northerners seek understanding

Juliet Sychrava reports on aggressive marketing in the north west

**N**ORWEB feels misunderstood. It is not, as brokers UBS Phillips & Drew, among others, have suggested, dependent on heavy industry.

On the contrary, it has no really large industrial consumers, and the increase in commercial sales has far outstripped industrial sector growth in the last five years.

"Our largest customers only take around 15 per cent of the total turnover each," says Mr Ken Harvey, Norweb's chairman, who joined in 1981 from London Electricity, where he was deputy chairman. "That gives us a certain amount of resilience."

Norweb is not short on resilience. If there is a regional stereotype that suits Norweb, it is that of the canny northern company, tough on costs and aggressive in marketing.

Its directors like to point out that it has a Scottish finance director, Mr Brian Wilson, who was accounting services manager for the Hydro board in the north of Scotland, drives the point home. "We're very bottom line driven, very prudent."

Mr Harvey, a frank man with a disarmingly friendly manner, frequently draws his directors, all industry men, into the discussion. But it is Mr Wilson and Mr Malcolm Faulkner, the marketing director, who answer most often.

It was in the bad old days of the Manchester stump in the early 1980s, says Mr Harvey, that the company learnt to cut costs and sell hard.

"In the past we had to fight tooth and nail for every hour of sales, so our management is very aggressive in terms of marketing electricity. Quite



Ken Harvey: used to operating in a competitive market

### Customer breakdown of sales

	Norweb (%)	Industry (%)
Domestic	33.5	34.4
Commercial	23.5	23.9
Industrial	32.1	32.7
Other	5.2	3.0

Source: UBS Phillips & Drew

apart from the economic climate, we have always had the highest penetration of gas apart from London, so we've always had to fight gas. We're used to operating in a competitive market."

Growth in total unit sales has averaged 2 per cent per annum in the five years to March 1990, making Norweb, together with SWEB in south west England, bottom of the league of regional companies.

The regional outlook for the north west is still dull, despite a revival in Manchester, which accounts for 60 per cent of Norweb's customers. Population is declining and gross domestic

product growth will be about 0.5 of a percentage point below the national average.

But if the figures show Norweb to be average - it falls sixth of the twelve regional companies in terms of turnover and operating profit - there is more telling information which supports Mr Harvey's confidence that the company can live with regional problems.

Operating costs per unit have fallen by 3.6 per cent since 1984, compared with a regional company average of 1.7 per cent.

Working capital is tightly controlled. Norweb now has about 42 per cent of its custom-

ers, well above the industry average, on budget schemes, and was the first company to switch from coin meters to credit cards.

This does not mean, Mr Harvey asserts, that Norweb has less scope than its competitors for future cuts. "If you've got a management that has a good tradition of cost cutting, then those old habits die hard. If you've got used to a lot of fat you don't suddenly become born-again Christians after privatisation."

"We do have an extensive capital expenditure programme, and just clipping off the discretionary element can release a lot of cash. We can use that to pay off debt, and get a rising earnings profile, or we can use it for other things."

That may mean acquisitions. Norweb has ambitious plans for its retail business, which had the largest turnover and operating profit of any regional company last year, contributing 10 per cent of Norweb's operating profit.

With a 50 per cent share of the white goods market in its own region, it intends to move out. On October 19 it began by opening three shops in the neighbouring territory of Mawson, which operates in Merseyside and north Wales. Buying into a retail chain is a possibility.

Gearing, says Mr Wilson, would be no obstacle. Norweb was given one of the highest debt levels at £153m, converting into gearing of close to 42 per cent, top of the 30-45 per cent range for the regional companies.

"Clearly the gearing is higher than we would like. But high gearing can work to our



### PRIVATISATION

advantage, as long as we can squeeze cash out of the company, that's the key."

It would be unfair to suggest that Norweb had done nothing but manage its books. It was the first of the regional companies to go into generation, taking a 20 per cent equity stake in the new Lakeland power station being built by Asea Brown Boveri at Roodeside. "We have a real idea of the real economic price of generation, which gives us a benchmark against which we can measure the playing," Mr Harvey says.

Norweb Generation also has an 80 per cent stake in Norweb CPS, a joint-venture with Combined Power Services which markets combined heat and power (CHP) units, providing hot water and electricity to hotels, hospitals, and similar businesses. Though still very small, it should grow rapidly as more contracts are signed.

In the short-term, Norweb should benefit from the work it is already done in building its non-regulated businesses. If an electricity company can succeed on the basis of cost-cutting and marketing, it will be Norweb.

However, it still has to prove its management can be as dynamic as it is prudent.

This is the fourth of 12 profiles of the regional electricity companies that the FT is publishing every Tuesday.

### INVESTMENT TRUST DIGEST

#### RIT Cap Parts may declines

ing period to March 31 1991.

Tax took £104,000.

Net asset value per share at

New Frontiers Development

Net asset value per share at New Frontiers Development Trust fell to 61.5p at September 30 against 80.1p a year earlier.

Directors said that reflected the sharp fall in equity markets in reaction to the Gulf crisis and the strength of sterling against local currencies in which the company was invested.

Total income for the year was 25.75m (25.59m) with after-tax revenue at 21.27m (21.26m).

After tax of 22.84m (21.65m) and minorities earnings per share improved from 1.5p to 2.5p basic and to 2.2p (1.5p) diluted.

Fleming European

The Fleming European Fiduciary Investment Trust, which obtained a listing in April, had a net asset value of 75.3p at September 30.

Gross revenue was £332,000 and net revenue for the six month period came through at £156,000 for earnings per share of 1.27p (0.82p). There is no interim dividend and the directors do not expect to recommend a payment for the full account-

ing period to March 31 1991.

Tax took £104,000.

Net asset value per share at

Secs Tst of Scotland

Securities Trust of Scotland ended the six months to September 30 with a net asset value of 60.4p, down from 75.6p a year earlier and 13.5 per cent lower than the 69.8p at the year end of March 31. The FT Actuaries All-share Index fell by 13.7 per cent in the six months.

Investment income rose to

£10.3m (£9.03m) and net re-

venue to 25.85m (25.04m) for earnings per share of 1.81p (1.56p).

The interim dividend is raised to 1.02p (0.9p).

Directors said that the payment of the two-year loan of £20m in September had reduced gearing to 7 per cent.

RBC Far East

Net income of the RBC Far East and Pacific Fund for the period March 7 1990 to September 30 1990 was £67,817 (£54,550) against a loss last time of £13,945.

Earnings per participating redeemable preference share were 30.2 (loss 30.05). The offer share price at September 5 1990 against 242.1p a year earlier and 276.7p at March 31 this year.

Net revenue in the six months to end-September amounted to £1.9m (£1.56m) with gross revenue at £2.03m (£2.52m). Earnings were 2.89p (2.35p) per share and the interim dividend is maintained at 0.8p.

Lowland Investment

After deducting prior charges

at par, the net asset value of Lowland Investment showed a decline of 26 per cent to 165.29p per share over the 12 months to end-September 1990.

Earnings per share advanced from 7.06p to 8.75p. A recommended final dividend of 6.5p is recommended for a total of 6.5p (5.5p).

Govett Strategic

Govett Strategic Investment Trust reported net asset value of 206p at September 30, against 368.7p a year earlier.

Net revenue increased to 59.88m (57.73m), and earnings per share were up at 9.89 (7.57). A maintained final dividend of 4p is recommended for a total of 4p (3.5p).

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NOTICE IS HEREBY GIVEN that, pursuant to the provisions of the Indenture dated as of June 1, 1981 among MassMutual Mortgage and Realty Investors Finance N.V

## UK COMPANY NEWS

## Sutcliffe Speakman in talks to ensure survival

By Andrew Hill

**SUTCLIFFE SPEAKMAN** is talking to its bankers in an attempt to ensure the survival of the 85-year-old environmental engineering and activated carbon group.

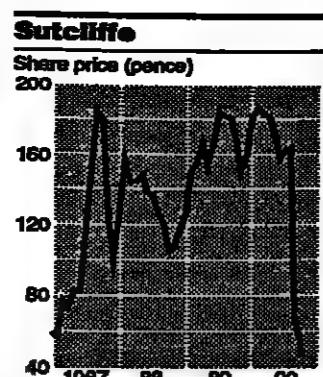
Sutcliffe's shares were suspended at 45p yesterday "pending clarification of the company's financial position", and the group has been forced to defer payment of its final dividend, which should have been paid to shareholders yesterday.

A formal statement said: "Discussions are taking place with the company's bankers concerning the availability of ongoing facilities."

The group, worth about £10m at the suspension price, is still in talks with potential buyers of some of its assets.

Mr John Bellak, Sutcliffe's chairman, added: "It's not comfortable, obviously." He said he could not enlarge further on the statement, but more details may be available within the next two days.

Sutcliffe's share price has



fallen from a peak of 200p since the beginning of this year. Most of that collapse has taken place since August when Mr Bellak warned of a "substantial loss of profitability" in the group's carbon division, which would lead to a pre-tax loss in the first six months of 1990-91.

The company, founded in Lancashire in 1902, is involved in the manufacture of products

used in water treatment, air purification and efficient heating systems. Sutcliffe made £3.01m before tax in the year to March 31, against £1.65m in the previous year, but that was after interest charges more than doubled to £2.1m.

Sutcliffe's borrowings were estimated at £22m last month - gearing of 150 per cent - and the company may have had difficulty completing non-core disposals which it had been negotiating for the last two months.

The group's problems are an additional burden for Mr Bellak. He is also chairman of Severn Trent, the large privatised water company which has been embroiled in an ill-fated bid for Card, the waste management group.

On August 23, Mr Bellak said that in spite of the disruption in the carbon division Sutcliffe was "confident of an improved second half performance for the group as a whole and an overall return to profitability for the year".

## Delayed Goodman report due today

By Kieran Cooke in Dublin.

TODAY IS D Day for Goodman International and more than 50 banks owed an estimated £2470m (£425m) plus an additional £1280m in various bank guarantees by Ireland and Europe's biggest beef processor and exporter.

In the High Court in Dublin, Mr Peter Fitzpatrick, the Examiner appointed to investigate Goodman International's financial affairs, will present his twice delayed report on the company.

The likelihood is that Mr Fitzpatrick will recommend that the essential business of Goodman International - beef slaughtering, processing and exporting - is a viable enterprise and should be allowed to continue.

If Mr Fitzpatrick's recommendations are accepted by the Court then he will have a maximum of two months to reach agreement with a majority of creditors on a rescue package.

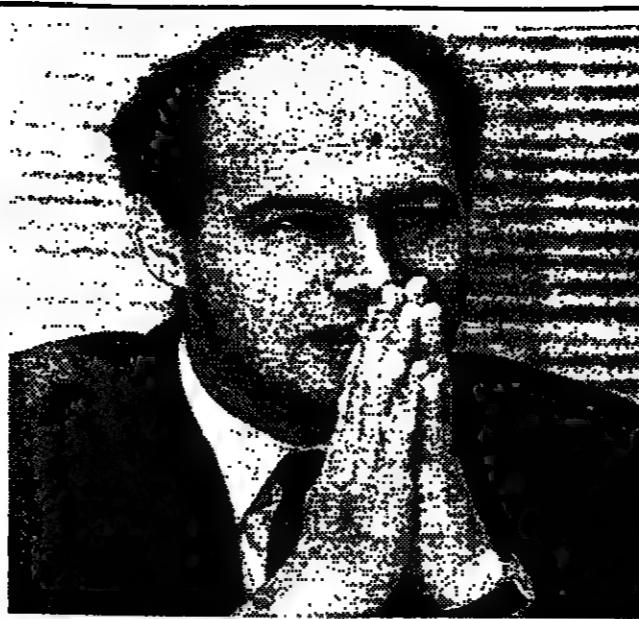
This will not be easy. Some banks - particularly Irish-based subsidiaries of Dutch and German banks - have already made it clear that they want liquidation rather than a continuation of a business in which they have lost confidence.

Mr Fitzpatrick is likely to propose the sell-off of all non-meat interests in the Goodman empire.

Exactly how much a sell-off would raise is far from clear, but it is estimated that even after disposals and some debt rescheduling, at least £280m will still be outstanding.

A number of the banks have started legal proceedings in the Irish courts to try to safeguard their lending.

They have argued that funds lent for working capital purposes to Goodman's meat business were instead used to make other investments, or to back up existing loans.



Simon Bentley: helped by strength of L.A. Gear and Fila brands

## Blacks Leisure more than doubled at £1.8m

By Richard Gourlay

BLACKS LEISURE, the camping and sporting goods retailer, yesterday announced

tonight, comprising the S Eker and Miss Sam retailers which were bought near the top of the bull market three years ago, just broke even at the trading level with a £100,000 profit, down from £400,000 at the same stage last year.

The group made an extraordinary loss of £204,000 on the sale of SWJ, its menswear retailing outlet. The sale of SWJ, with its attendant debt of £1.1m, helped reduce group gearing from some 150 per cent at the year-end to about 100 per cent.

The group also took in an extraordinary profit of £149,000 after costs relating to a payment from Mr Stephen Morris, the former managing director of Miss Sam, in connection with the early termination of his contract.

Mr Bentley said retail demand remained buoyant and that refurbishment of existing sites offered more growth potential.

Mr Bentley said:

"The Corporation shall appoint an auditor who shall carry out the duties prescribed by the law of 30th March, 1988 regarding undertakings for collective investment. The auditor shall be elected by the General Meeting of Shareholders and shall hold office until his successor is elected."

7. To complete and to change the provisions of Article 22 as follows:

"The Net Asset Value of shares in the Corporation and the issue and redemption price shall be determined from time to time..."

8. To amend in Article 22 sub-paragraph (c) by adding the words "or market" after "any stock exchange".

9. To amend in Article 23 sub-paragraphs (A) (3) and (4) so as to read as follows:

"(3) The value of securities dealt in on any other regulated market or on the over-the-counter market is based on the last available price.

4) In the event that any of the securities held in the Corporation's portfolio on the relevant day are not quoted or dealt in on any stock exchange, regulated market or over-the-counter market or if, with respect to securities quoted or dealt in on any stock exchange, regulated market or over-the-counter market, the price as determined pursuant to sub-paragraphs (2) or (3) is not representative of the fair market value of the relevant securities, the value of such securities will be determined based on the reasonably foreseeable sales price determined prudently and in good faith."

10. To replace in Article 23 the provisions of sub-paragraph B (c) by the following:

"(c) all other liabilities of the Corporation of whatsoever kind and nature, in determining the amount of such liabilities the Corporation shall take into account all expenses payable by the Corporation which shall comprise formation expenses, fees and expenses payable to its directors, investment advisers or investment managers, accountants, cossedians, domiciliary, registrar and transfer agents, any paying agents, subscription and redemption agents and permanent representatives in places or registration, any other agent employed by the Corporation, fees for legal and auditing services, promotional, printing, reporting and publishing expenses, including the cost of advertising or preparing and printing of prospectuses, explanatory memoranda, registration statements or annual and semi-annual reports, stock exchange listing costs and the costs of obtaining or maintaining any registration with or authorisation from governmental or other competent authorities, taxes or governmental charges and all other operating expenses, including the cost of buying and selling assets, interest, bank charges and brokerage, postage, telephone and telex. The Corporation may calculate administrative and other expenses of a regular or recurring nature on an estimated figure for yearly or other periods in advance, and may accrue the same in equal proportions over any such period."

11. To delete Article 25 and renumber the subsequent articles and the references thereto accordingly.

12. To delete in Article 26, first paragraph the reference to "with the exception of the first accounting year which shall begin on the date of formation of the Corporation and shall end on the thirty-first of March 1987."

13. Any other changes required by the Luxembourg supervisory authorities or deemed necessary by the legal advisor of the Fund.

Resolutions on the agenda of the Extraordinary General Meeting will require a quorum of at least 50% of the outstanding shares and will be adopted if voted by 2/3 of the shares voting.

In order to take part at the meeting of November 8, 1990 the owners of bearer shares will have to deposit their shares five clear days before the meeting with Banque Internationale à Luxembourg, 69, route d'Esch, L-1470 Luxembourg.

The Board of Directors

CLX itself by underwriting a 35-for-1 rights issue earlier this year, has agreed to take up 40m shares.

CLX also said it estimated its consolidated loss before tax for the year to end-September would amount to not more than £235,000, or 5p per share.

The original CLX businesses were expected to report profits for the period. There would be no final dividends.

Mr Mike Simon, CLX's finance director, said after meeting working capital requirements of Michael Peters the share placing would leave the company unguaranteed.

Receivers make Corston Beach sales

The receivers appointed at Corston Beach have moved rapidly to complete the sale of most of the food division of the company, which also has interests in leisure and motor dealerships.

The group, which makes bulk storage, pressure vessels, fabrications, pipes, presses and machinery, increased turnover in the first half of 1990 to £2.95m (£2.7m), though group profit fell to £75,000 (£173,000). Losses per share were 5.5p (earnings 1.4p).

Small increase at Craig & Rose

Craig & Rose, a maker of paint and varnish and supplier of wallcoverings, lifted pre-tax profits by £2.00m to £22,000 in the first half of 1990. The result was struck on turnover up from £2.5m to £2.7m.

Earnings per 51p stock unit rose to 7.5p (7.45p) and the interim dividend is maintained at 2p.

Craton Lodge in £2.45m placing

Craton Lodge & Knight (CLK), the USM-quoted product development company, is making a share placing to raise £2.45m after expenses.

This will finance its recent acquisitions of Michael Peters, the design consultancy which it bought from the receiver last month and PPG, a specialist in point-of-sale material.

The placing is of 137,52m shares at 2p each, with claw-back for existing shareholders on a one-for-two basis. HIT Investments, which rescued

## DIVIDENDS ANNOUNCED

	Current payment	Date of payment	Corresponding dividend	Total for year	Total last year
Blacks Leisure	int 1	Feb 7	1	-	1
Conrad Cloth	nil	-	1	-	1
Lowland Inv	5.25	Dec 21	4.5	7.75	6
Moss Bros	1.5	Dec 7	1.5	-	5

Dividends shown per share net except where otherwise stated. Equivalent after allowing for scrip issue. \*On capital increased by rights and/or acquisition issues. SUSM stock.

## GT BIOTECHNOLOGY & HEALTH FUND

Société Anonyme d'Investissement à Capital Fixe  
2, Boulevard Royal  
L-2953 LUXEMBOURG  
R.C. Luxembourg, B-24340

## NOTICE OF EXTRAORDINARY GENERAL MEETING

The shareholders of GT BIOTECHNOLOGY & HEALTH FUND are hereby convened to an extraordinary general meeting to be held in Luxembourg on November 8, 1990 at the offices of BANQUES INTERNATIONALES A LUXEMBOURG, 69 route d'Esch, L-1470 Luxembourg, at 11.30 a.m. in order to amend the Articles of Incorporation so as to adjust them in order to satisfy the requirements of the law of 30th March, 1988 regarding collective investment undertakings and to take the opportunity to implement changes to the law of 10th August, 1985 on commercial companies:

The agenda is as follows:

1. To substitute in Article 3, Article 31 and wherever it occurs, for references to the "law of 25th August, 1983", references to the "law of 30th March, 1988, regarding collective investment undertakings".
2. To replace the first sentence of article 6 so as to read as follows: "Shares may be issued in bearer or registered form at the option of the Board of directors".
3. To delete in Article 10, first sentence, the reference to "and for the first time in 1987".
4. To delete in Article 11, second paragraph, the reference to "subject to the limitations imposed by law and by these Articles".
5. To delete the references to the statutory auditor in Articles 12, 13, 25 and 27 and wherever it occurs.
6. To replace the provisions of Articles 20 by the following:

"The Corporation shall appoint an auditor who shall carry out the duties prescribed by the law of 30th March, 1988 regarding undertakings for collective investment. The auditor shall be elected by the General Meeting of Shareholders and shall hold office until his successor is elected."

7. To complete and to change the provisions of Article 22 as follows:

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The Board of Directors

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For further information please contact:  
Leonard Curtis & Co, Chartered Accountants,  
30 Eastbourne Terrace, London W2 6LF  
Tel: 071-262 7700 Fax 071-723 6059

REF: 3/DJM

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THE LIQUIDATOR OF**KNITMASTER LIMITED**OFFERS FOR SALE THE SHARES OF  
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MODERN KNITTING LTD

The company publishes the long established and well known monthly magazine called Modern Machine Knitting which has a current circulation of approx 23,000 per month.

It also owns a number of valuable machine knitting pattern copyrights and has a loyal, knowledgeable and experienced editorial staff.

Further details from K. D. Goodman, FCA:  
Leonard Curtis & Co, Chartered Accountants,  
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For further details please contact: Edward Symmons and Partners on 071-407 9454. Ref: A/JR/IKS or the Joint Administrative Receiver of County Group Estate Agencies plc and County Group Estate Agencies Ltd, A P Supperstone FCA at Stoy Hayward, 8 Baker Street, London W1M 1DA. Tel: 071-486 5888, Fax: 071-487 5686, Telex: 267716 HORWAT.

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For the attention of K. D. Goodman, FCA.  
Tel: 071-262 7700. Fax 071-723 6059.

REF: 3/DCG

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For further information contact Steven A Frieze or Stuart J Frieze at Brook North and Goodwin on 0532-632100, facsimile 0532-633999

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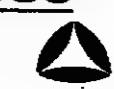
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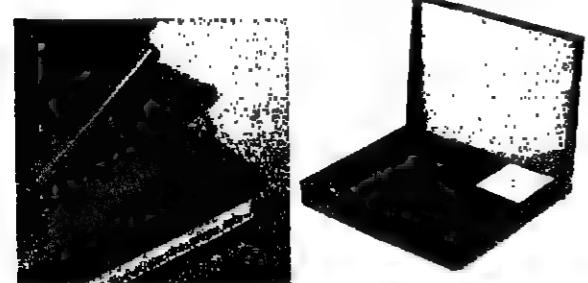
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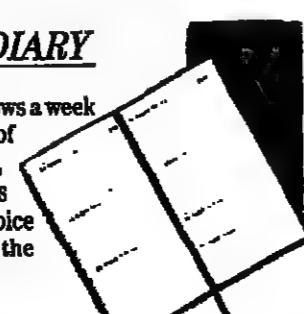
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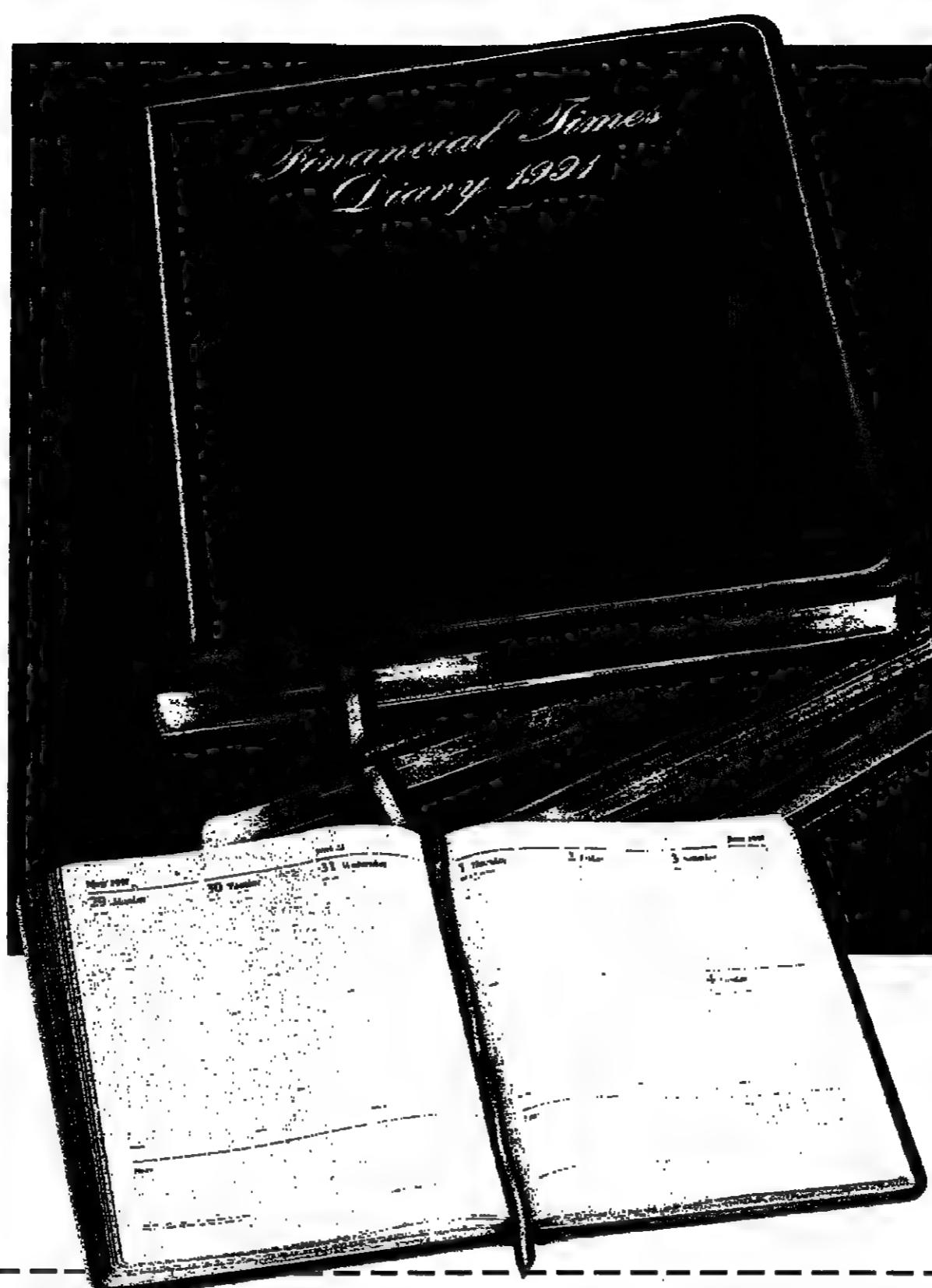
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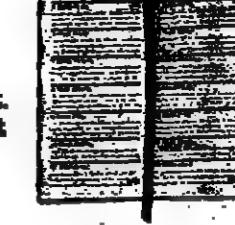
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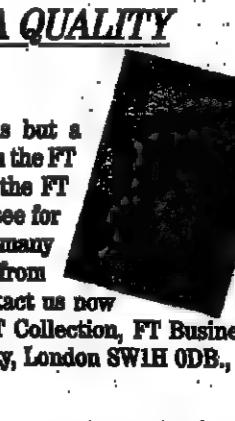
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## FT LAW REPORTS

## Bidders can sue in takeover case

MORGAN CRUCIBLE CO V  
HILL SAMUEL BANK LTD  
AND OTHERS  
Court of Appeal (Lord Justice  
Slade, Lord Justice Mustill and  
Lord Justice Nicholls); October  
19 1990

**DIRECTORS**, auditors and financial advisers of a company which is the subject of a contested 'takeover bid' can have a duty to identified bidders to take reasonable care in making financial statements on which the bidders could foreseeably rely when deciding whether to make or increase their offer.

The Court of Appeal so held when allowing an appeal by Morgan Crucible Co plc from Mr Justice Hoffmann's decision (FT, July 27 1990) refusing it leave to amend its pleading of a negligence claim against financial adviser, Hill Samuel Bank Ltd, auditors, Judkins & Co, and the chairman and directors of First Castle Electronics plc.

**LORD JUSTICE SLADE** giving the judgment of the court, said that on December 6 1985, Morgan Crucible announced a proposed unsolicited offer to acquire First Castle's entire issued share capital.

At the time of the announcement First Castle's most recent published financial statements were its report and audited accounts for years ended January 31 1984 and January 31 1985.

On December 17 Morgan Crucible published a formal offer document addressed to First Castle shareholders.

During the takeover Morgan Grenfell & Co advised the bidders, Hill Samuel advised First Castle.

Over the following weeks, First Castle, acting by its directors, sent shareholders a number of circulars. They were also issued as press releases by Hill Samuel. Copies were supplied to Morgan Crucible's advisers.

A circular sent out on December 19 1985 compared Morgan Crucible's profit record unfavourably with First Castle's, and recommended that the offer be refused.

Subsequent circulars referred to the published financial statements. A circular of December 31 stated they were available for inspection.

A circular of January 24 1986

forecast a 38 per cent increase in profits before tax in the year to January 31 1986. It included a letter from the auditors stating that the profit forecast had been properly considered and a letter from Hill Samuel stating that in its opinion the profit forecast had been prepared after due and careful enquiry.

On January 29 Morgan Crucible increased its bid. On January 31 First Castle's board sent a further letter to shareholders recommending that the bid be accepted. On February 14 the bid was declared unconditional. On February 27 a further recommendation was sent.

Morgan Crucible asserted that the financial statements (audited and unaudited) issued prior to the bid, the profit forecast issued on January 24, and the financial material contained in the circulars and recommendation documents were negligently prepared and misleading and that, had it known the true facts, the bid would never have been made or completed.

On May 6 1987 Morgan Crucible issued a writ joining as defendants Hill Samuel, the auditors, and First Castle's chairman and board.

The gist of the statement of claim was that the board and auditors were responsible for putting the financial statements into circulation; that they and Hill Samuel were responsible for the profit forecast; that all of them owed a duty of care to Morgan Crucible as a person who could foreseeably rely on them; that the statements and forecast were negligently prepared; and that Morgan Crucible relied on them in making and increasing their offer, and thereby suffered heavy loss.

The action was set down for trial in January 1991. On February 8 1990 the House of Lords delivered judgment in *Caparo Industries v Dickman* [1990] 2 WLR 533 on trial of a preliminary issue.

In *Caparo* all the representations relied on had been made before an identified bidder had emerged. In the present case some of the relevant representations were made after a bidder had emerged, as a direct

outcome of the bid. They were clearly made with that identified bidder in mind.

In those circumstances Morgan Crucible applied for leave to amend its statement of claim, to restrict the claim to representations made by the defendants after the bid, during the takeover battle.

It was common ground that the proper test in considering whether Morgan Crucible's proposed amendments should be allowed was whether they would survive an application under RSC Order 16 rule 10(a) to strike them out as disclosing "no reasonable cause of action". The court was required to assume that the facts pleaded were true. Its function was simply to decide whether, on those assumed facts, Morgan Crucible would be bound to fail in establishing the existence of a duty of care.

Mr Justice Hoffmann decided the case could not be distinguished from *Caparo*. In his judgment, despite the proposed amendments, the case was bound to fail because of the absence of any duty of care.

It was common ground that in view of *Caparo* the defendants owed a duty of care to Morgan Crucible before the initial bid was made.

Since *Caparo* was well established (a) that persons professing expertise who made representations implicitly presumed as having been carefully considered, might in some circumstances be held to owe a duty of care not to mislead a person to whom the representation was made and/or a person to whom they knew the representations would be passed on, provided that the representations knew or should know, that the other would rely on what they said; (b) that breach of that duty might give rise to liability in negligence, even though the loss was only financial.

On the assumed facts it was foreseeable by the defendants that Morgan Crucible would or might suffer financial loss if the representations were inaccurate. However, foreseeability alone would not suffice to found tortious liability in negligence. There must be a sufficient "relationship of proximity" between plaintiff and defendant. It must also be "just and reasonable" to impose liability on the defendant.

In *Caparo* Lord Oliver rejected the argument that the necessary relationship

between the maker of a statement or giver of advice and the recipient who relied on it might exist where: (1) the advice was required for a purpose; (2) the adviser knew his advice would be communicated to the advisee specifically or as a member of a class, to be used by him for that purpose; (3) it was known that the advice was likely to be acted on by the adviser for that purpose without independent inquiry; (4) it was so acted on by the adviser to his detriment.

In *Caparo* the fatal weakness in the plaintiffs' case, which negatived the existence of a relationship of proximity, was the fact that the auditors' statement had not been given for the purpose for which the defendant had relied on it.

It was at least arguable that the present case could be distinguished from *Caparo*. On the assumed facts the directors, in making the representations, were aware that Morgan Crucible would rely on them for the purpose of deciding whether to make an increased bid, and intended that they should, Morgan Crucible relied on them for that purpose.

In those circumstances, subject to questions of justice and reasonableness, it was plainly arguable that there was a relationship of proximity between the directors and Morgan Crucible, sufficient to give rise to a duty of care.

For the same reasons it must be arguable that Hill Samuel and the auditors owed Morgan Crucible a duty of care in making their representations concerning the profit forecast and the audited accounts.

The draft amended pleading disclosed an arguable case against each defendant. Leave was given to amend the statement of claim. Appeal allowed.

For **Morgan Crucible**: Jonathan Sampson QC, Stephen Suttle and Andrew Nicol (Herbert Smith).

For **Hill Samuel**: Gordon Langley QC and Michael Brindle (Bertoni Leighton).

For **Judkins**: Nicholas Bruza QC, Ian Crawford and Thomas Lowe (Barlow Lyde Gilbert).

For the chairman: Leslie Kozma (Magnolia Portier Chamberlain).

For the directors: Nigel Davis (McKenna & Co); Michael McLaren (Allison & Horwitz).

Rachel Davies  
Barrister

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STEPHANIE SPRETT  
071 873 4027

## CONTRACTS & TENDERS

### GHANA COCOA BOARD PROCEDURE OF BUYING COCOA FROM GHANA

The Cocos Marketing Company (Ghana) Limited, Accra, which is a wholly-owned subsidiary of the Ghana Cocoa Board is responsible for the sale of Ghana Cocoa Beans, Cocoa Butter, Cocoa Cake, Cocoa Liqueur, Coffee and Sheanuts.

#### REGISTRATION

Firms wishing to be registered as buyers are required:

- 1 to apply in writing direct to the Managing Director of the Cocoa Marketing Company (Ghana) Limited.
- 2 provide evidence of employment in some capacity in the cocoa trade in a consuming country.
- 3 that the firm could handle the commodity in the international market.
- 4 provide name and address of the firm's bankers to ascertain the firm's capacity to buy at least 1,000 metric tonnes per year.
- 5 provide evidence of membership of the Cocoa Association of London or the New York Cocoa Merchants Association of America or any other reputable cocoa association.

#### COMMUNICATION:

Registered buyers can get in touch with:

THE MANAGING DIRECTOR,  
COCOA MARKETING COMPANY (GHANA) LIMITED,  
P.O. BOX 1017,  
ACCRA/GHANA.

TEL: 228865/5 LINES

TELEX: 2062, ACCRA : CABLES: COCOMAK

Additionally, to maintain effective contact with buyers overseas, the Company has an established office in London. The address of the London Office is as follows:

THE COCOA MARKETING COMPANY (GHANA) LIMITED  
UNIT 5 GRANARD BUSINESS CENTRE  
BUNN'S LANE  
MILL HILL  
LONDON NW7 2DQ

TEL: 081-906-4877

FAX: 081-906-4095

TELE: 264497/8

#### COMPANY NOTICES

CANADIAN PACIFIC LIMITED  
(Incorporated in Canada)

ONTARIO & QUEBEC  
RAILWAY COMPANY

5 PER CENT DEBENTURE STOCK  
8 PER CENT COMMON STOCK

In preparation for the payment of the half-yearly interest payable on December 1, 1990, the principal amount of the Debenture Stock will be closed at 3.00 pm on November 12, and will be re-opened on December 3. The half-yearly interest on the common stock will be paid on December 1 to holders or record on November 1.

D.R. Keast  
Deputy Secretary

Principal Paying Agent

92-05 ROYAL BANK OF CANADA  
EUROPE LIMITED

22-05 Trumper Square, London WC2N 5DT  
October 25 1990

THE ROYAL BANK OF CANADA  
U.S. \$360,000,000 Floating Rate  
Debentures due 2010

In accordance with the Terms and Conditions of the Debentures, the interest rate for the period 31st October, 1990 to 30th November, 1990 has been fixed at 8.00% per annum. On 30th November, 1990 interest of U.S. \$36,000,000 per U.S. \$1,000 nominal amount of the Debentures will be due for payment. The rate of interest for the period commencing 30th November, 1990 will be determined on 28th November, 1990.

Agent Bank and  
Principal Paying Agent

92-05 ROYAL BANK OF CANADA  
EUROPE LIMITED

22-05 Trumper Square, London WC2N 5DT  
October 25 1990

#### CLASSIFIED RATES

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## NOTICE OF REDEMPTION

### Gulf Oil Finance N.V.

104% Guaranteed Notes Due December 1, 1994

NOTICE IS HEREBY GIVEN that pursuant to the Fiscal and Paying Agency Agreement dated as of December 1, 1982 among Gulf Oil Finance N.V. (the "Company"), Gulf Oil Corporation, (renamed Chevron U.S.A. Inc.), as Guarantor and Morgan Guaranty Trust Company of New York as Fiscal Agent and Paying Agent, under which the Company issued its 104% Guaranteed Notes Due December 1, 1994 (the "Notes"), and the Notes, the Company has elected to and shall redeem on December 1, 1990 (the "Redemption Date") all \$100,000,000 principal amount of the outstanding Notes at a redemption price of 1004% of the principal amount thereof (the "Redemption Price"), being the sum of \$1,005 for each \$1,000 principal amount of Notes.

The Notes shall be paid and paid in full on the Redemption Date at the Redemption Price and shall be paid commencing December 3, 1990, the first business day after the Redemption Date, upon presentation and surrender of the Notes together with all coupons thereon, representing amounts maturing after the Redemption Date at the offices of the paying agent located below. The coupons for interest due on or before December 1, 1990 should be detached and should be collected in the usual manner.

The Notes will no longer be outstanding after the Redemption Date and interest on the Notes will cease to accrue from and after the Redemption Date and the coupons for such interest shall be valid.

Payment of the Redemption Price for each Note will be made at the offices of the Paying Agents set forth below, by United States dollar check drawn on a bank in New York City or by a transfer to a United States dollar account maintained by the payee with a bank in New York City. Any payment made either at the office of the paying agent in New York City or at a bank in New York City, unlike payments made at the offices of the paying agents outside the United States, may be subject to reporting to the United States Internal Revenue Service (the "IRS") and to backup withholding at a rate of 20% if payees not recognized as exempt recipients fail to provide the payee with an executed IRS Form W-8, certifying under penalty of perjury the payee's taxpayer identification number (employer identification number or social security number, as appropriate). Under paragraph 2(e) of the Notes, the imposition of backup withholding in these circumstances does not obligate the Company to pay any additional amounts. Holders required to provide their correct taxpayer identification number on IRS Form W-9 who fail to do so may also be subject to a U.S. \$50 penalty. Notes being presented for payment at the paying agent in New York City or through a New York City bank account, should be accompanied by the appropriate certification.

#### PAYING AGENTS

Morgan Guaranty Trust Company of New York  
Corporate Trust Operations, 14, Place Vendome  
13th Floor  
30 West Broadway  
New York, New York 10015

Morgan Guaranty Trust Company of New York  
Morgan House  
1 Angel Court  
London EC2R 7AE  
England

Banque Internationale a Luxembourg S.A.  
2 Boulevard Royal  
Boulevard Royal  
L2953 Luxembourg

Swiss Bank Corporation  
Mainzer Landstrasse 46  
6000 Frankfurt-am-Main 1  
Germany

Morgan Guaranty Trust Company of New York  
Avenue des Arts 35  
1040 Brussels, Belgium

By: MORGAN GUARANTY TRUST COMPANY OF NEW YORK  
Presto Agent

Dated: October 25, 1990

#### FINLAND

The Financial Times proposes to publish this survey on

15th November 1990  
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Peter Horvath, Salomon Brothers, 17A 20 00100 Helsinki, Finland. Fax 09 490 104 04 04 04





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National Provident Institution																								
48 Secheres St, London EC2P 5NH	071-427-6200			Provident Capital Life Assn. Co Ltd - Contd.				Providence Capital Life Assn. Ltd - Contd.				Scandinavia Life Assurance Co Ltd - Contd.				Star Alliance Group - Contd.				Windsor Life Assn Co Ltd				
Market	100.4	110.4	-1.1	Total Investment Bond	126.4	130.1	-0.7	Scandinavia Fund	100.0	100.3	-0.9	Star Alliance Group - Contd.				Windsor House, Telford, Shropshire				Windsor Life Assn Co Ltd				
Overseas Eq.	126.0	130.2	-1.3	UK Fund Invest. Instl	126.4	130.1	-0.7	Europe Fund	100.0	100.3	-0.9	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Am. Equ.	117.1	123.8	-0.9	Int'l Equities Instl	126.4	130.1	-0.7	European Select Opt.	125.1	125.9	-0.8	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Far East	124.1	128.0	-0.7	Proprietary Instl	126.4	130.1	-0.7	Global Growth	100.0	100.3	-0.9	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Fixed Int.	124.1	128.0	-0.7	Special Markets Instl	126.4	130.1	-0.7	Japan Growth	100.4	100.7	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Income Grl.	143.9	151.1	-0.7	Japan Equity Instl	76.1	80.1	-2.0	Japan Smaller	115.3	121.7	-0.5	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Dividend Grl.	143.9	151.1	-0.7	Japan Equity Instl	76.1	80.1	-2.0	Japan Smaller	115.3	121.7	-0.5	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
UK Pensions Fund	126.0	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Japan Smaller	115.3	121.7	-0.5	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Depend. Fund	126.0	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
UK Equities	127.3	132.7	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Overseas Eq.	127.3	132.7	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Far East	127.8	132.5	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Property Fund	127.8	132.5	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Fixed Int.	128.0	132.6	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Investment Grl.	128.0	132.6	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Dividend Grl.	128.0	132.6	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
UK Pensions Fund	128.0	132.6	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Management Fund	128.0	132.6	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Management Fund	128.0	132.6	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Management Fund	128.0	132.6	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
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Management Fund	128.0	132.6	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Management Fund	128.0	132.6	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Management Fund	128.0	132.6	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Management Fund	128.0	132.6	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Management Fund	128.0	132.6	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Management Fund	128.0	132.6	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Management Fund	128.0	132.6	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Management Fund	128.0	132.6	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Pauls Social Services	100.70	103.30	-0.9	Windsor House, Telford, Shropshire				Windsor House, Telford, Shropshire				
Management Fund	128.0	132.6	-0.7	Jeffrey Fund	126.4	130.1	-0.7	Jeffrey Fund	126.4	130.1	-													

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## CURRENCIES, MONEY AND CAPITAL MARKETS

## FOREIGN EXCHANGES

## Dollar and sterling nervous

THE CURRENCY market was quiet but nervous yesterday, weighing up the implications of agreement on a US budget compromise package and Britain's opposition to European monetary union.

The Federal Reserve appeared to answer President George Bush's call for lower interest rates when he signed a bill to cut the US budget deficit. The Fed added reserves to the New York banking system yesterday, via \$1bn of customer repurchase agreements. Federal funds were trading at 7% per cent at the time, below the assumed target rate of 8 per cent, with dealers suggesting that no addition of cash was required unless the Fed had decided to ease its monetary stance.

There was little immediate reaction to the move, which was widely expected, and the dollar finished slightly higher at the London close. It rose to DM1.5165 from DML1.5165 to Y128.40 from Y128.00; to SF1.2865 from SF1.2865, and to FF1.0775 from FF1.0725. The dollar's index was unchanged at 60.6.

Sterling lost ground within the exchange rate mechanism of the European Monetary System and also against the dollar. The market took a negative view of the UK's attitude

to a single European currency. Dealers said that overseas investors were worried by the fear that Britain may be left out in the cold as other members of the European community move towards monetary union.

The pound finished well above the day's low, however. It reached a weakest point of DM2.9500, but closed at DM2.9625 on Friday. Sterling also fell to FF1.9175 from FF1.9225, but rose to SF1.5125 from SF1.5050 and to Y130.75 from Y129.25. In terms of the dollar the pound fell 0.4% to 91.9555. Its exchange rate index ended 0.1 to 94.7.

Within the ERM sterling was 0.41 per cent above the weakest placed Italian lira, compared with 0.62 per cent on Friday. The Spanish peseta continued to be the strongest member of the system, 3.88 per cent above

the lira against 3.82 per cent previously.

The French franc held on to its recent gains against the D-Mark in quiet Paris trading. The German currency was fixed at FF13.3471 on Friday. In Milan the D-Mark rose to 1.749.10 from 1.748.53 at the fixing, without any intervention by the Bank of Italy.

The Norwegian krone showed little reaction to news that the coalition government in Oslo had collapsed. The dollar fell to NK1.8900 from NK1.8925.

Victory for the National party in New Zealand's general election boosted the New Zealand dollar. Short positions had been taken out ahead of the election and these were unwound yesterday. The New Zealand currency rose to 61.50 US cents at the London close from 60.95 cents on Friday.

EMS EUROPEAN CURRENCY UNIT RATES									
	Euro central rates	Currency	Strength against Ecu	% change from central rate	% against	Strength indicator			
Spain Peseta	133.63	129.163	1.25	-0.25	1.25	1.25			
Italy Lira	42.4032	42.3079	0.92	-0.28	0.92	0.92			
French Franc	6.9550	6.9550	0.93	0.00	0.93	0.93			
Irish Mark	1.2500	1.2500	1.25	0.00	1.25	1.25			
Irish Pound	0.769417	0.769315	0.25	-0.15	0.15	0.15			
British Pound	7.8405	7.8410	0.25	0.11	0.25	0.25			
American Dollar	1.4265	1.4265	1.42	0.00	1.42	1.42			
Euro/Dollar	1.4265	1.4265	1.42	0.00	1.42	1.42			

Any marked gains by the European currency. Corrections are being demanded sharply. Percentage changes are for 12 months, unless shown. A week's average. Difference shows the rate between the spot and the mid-point of the exchange rate for a currency, and the maximum permitted percentage deviation of the currency's market rate from its Ecu central rate.

Adapted, calculated by Financial Times.

## C IN NEW YORK

Oct 29	Latest	Previous Close
E Spot	1.4940-0.4940	1.4930-0.4930
1 month	0.97-0.98	0.96-0.97
3 months	0.95-0.96	0.94-0.95
12 months	0.95-0.96	0.94-0.95

Forward premiums and discounts apply to the US dollar

## STERLING INDEX

Oct 29	Day's spread	Close	One month	% p.a.	Three months	% p.a.
8.30	94.5	94.7				
10.00	94.8	94.8				
11.00	94.7	94.8				
12.00	94.7	94.9				
1.00	94.7	94.9				
2.00	94.7	94.9				
3.00	94.7	94.9				
4.00	94.7	94.9				

Forward premiums and discounts apply to the US dollar

## CURRENCY MOVEMENTS

Oct 29	Bank of England Index	Morgan's	Change in %
Sterling	94.7	94.7	-0.15
US Dollar	65.6	65.6	-0.05
Canadian Dollar	101.2	101.2	-0.05
Australian Dollar	111.8	111.8	-0.20
Swiss Franc	111.2	111.2	-0.05
French Franc	111.1	111.1	-0.05
Irish Mark	111.7	111.7	-0.05
Swiss Franc	111.7	111.7	-0.05
British Pound	111.7	111.7	-0.05
Irish Pound	111.7	111.7	-0.05
Yen	114.7	114.7	-0.05

Morgan's: Bank of England Index Average 1980-1990. Yen are for Oct 29.

Forward premiums and discounts apply to the US dollar

## CURRENCY RATES

Oct 29	Bank of England Index	Morgan's	Change in %
Sterling	94.7	94.7	-0.15
US Dollar	65.6	65.6	-0.05
Canadian Dollar	101.2	101.2	-0.05
Australian Dollar	111.8	111.8	-0.20
Swiss Franc	111.2	111.2	-0.05
Irish Mark	111.1	111.1	-0.05
British Pound	111.7	111.7	-0.05
Irish Pound	111.7	111.7	-0.05
Yen	114.7	114.7	-0.05

Forward premiums and discounts apply to the US dollar and not to the individual currency.

Forward premiums and discounts apply to the US dollar and not to the individual currency.

## DOLLAR SPOT - FORWARD AGAINST THE POUND

Oct 29	Day's spread	Close	One month	% p.a.	Three months	% p.a.
US	1.5000-1.5000	1.5000-1.5000	0.50-0.50	5.00	2.74-2.71	5.00
Canada	2.2703-2.2815	2.2703-2.2703	0.24-0.24	2.00	1.78-1.78	2.00
UK	1.2500-1.2500	1.2500-1.2500	0.24-0.24	2.00	1.25-1.25	2.00
Irish	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.00	1.12-1.12	2.00
Denmark	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.00	1.12-1.12	2.00
Sweden	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.00	1.12-1.12	2.00
Netherlands	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.00	1.12-1.12	2.00
Austria	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.00	1.12-1.12	2.00
America	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.00	1.12-1.12	2.00
Switzerland	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.00	1.12-1.12	2.00
Portugal	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.00	1.12-1.12	2.00
Spain	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.00	1.12-1.12	2.00
Italy	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.00	1.12-1.12	2.00
Belgium	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.00	1.12-1.12	2.00
Finland	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.00	1.12-1.12	2.00
Denmark	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.00	1.12-1.12	2.00
Sweden	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.00	1.12-1.12	2.00
Netherlands	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.00	1.12-1.12	2.00
Austria	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.00	1.12-1.12	2.00
America	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.00	1.12-1.12	2.00
Portugal	1.1200-1.1300	1.1200-1.1200	0.24-0.24	2.0		



**4pm prices October 29**

## **NEW YORK STOCK EXCHANGE COMPOSITE PRICES**



## **NYSE COMPOSITE PRICES**

12 Month P/S Ratio  
High Low Stock Div. Yield Dividend  
Continued from previous Page

**Sales figures are unadjusted.** Yearly highs and lows reflect the previous 52 weeks plus the current week, but not the latest trading day. Where a split or stock dividend amounting to 25 percent or more has been paid, the year's high-only range and dividend are shown for the new stock only. Unless otherwise noted, rates of dividend are annual distributions based on the latest declaration.

a-dividend was stated, b-annual rate of dividend plus stock dividend, c-liquidating dividend, d-odd-cents, e-new yearly low, e-dividend declared or paid in preceding 12 months, g-dividend in Canadian funds, subject to 15% non-residence tax, i-dividend declared after split-up or stock dividend, j-dividend paid this year, omitted, deferred, or no action taken at latest dividend meeting, k-dividend declared or paid this year, an accumulative issue with dividends in arrears, l-new issue in the past 62 weeks. The high-low range begins with the start of trading, and next-day delivery, P/E price-earnings ratio, r-dividend declared or paid in preceding 12 months, plus stock dividend, s-stock split. Dividends begin with date of split, s-as-ales, t-dividend paid in stock in preceding 12 months, estimated cash value on ex-dividend or ex-distribution date, u-new yearly high, v-trading halted, w-in bankruptcy or receivership or being reorganized under the Bankruptcy Act, or securities assumed by such companies, wd-distributed, wf-when issued, ws-with warrants, x-ex-dividend or ex-rights, xde-ex-distribution, xe-without warrants, y-ex-dividend and sales kruell, yd-yield, z-sales in billions.

## **NASDAQ NATIONAL MARKET**

3pm prices October 29

**AMEX COMPOSITE PRICES**

4pm price  
October 2

	IV	Stock	Div.	IV	Stock	Div.	IV		
	Sec	Symbol	Exch	Sec	Symbol	Exch	Sec		
Stock	1000	High	Low	Close	Chang	High	Low	Close	Chang
AT&T	1025	45	35	4	+ 1/2	14	14	14	- 1/2
ATT Fiduci	70	50	614	513	+ 1/2	50	50	50	- 1/2
Akco	7	100	145	134	+ 1/2	34	34	34	+ 1/2
Akin	20	15	15	15	-	75	75	75	-
Alstec	10	75	75	75	-	22	22	22	-
Alta	60	122	122	122	-	45	45	45	-
Almed	10	7 100	115	102	+ 1/2	17	17	17	-
Almed	20	7 100	105	95	+ 1/2	21	21	21	-
Almed	30	7 100	105	95	+ 1/2	21	21	21	-
AlPac	20	65	65	70	-	15	15	15	-
Altec	10	20	20	20	-	10	10	10	-
AmBrid	40	7	100	45	+ 1/2	65	65	65	-
Amherst	10	10	10	10	-	15	15	15	-
Amoco	10	10	10	10	-	15	15	15	-
Amex	10	35	35	35	-	25	25	25	-
Amex	20	35	35	35	-	25	25	25	-
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Amex	40	35	35	35	-	25	25	25	-
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Amex	60	35	35	35	-	25	25	25	-
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Amex	280	35	35	35	-	25	25	25	-
Amex	290	35	35	35	-	25	25	25	-
Amex	300	35	35	35	-	25	25	25	-
Amex	310	35	35	35	-	25	25	25	-
Amex	320	35	35	35	-	25	25	25	-
Amex	330	35	35	35	-	25	25	25	-
Amex	340	35	35	35	-	25	25	25	-
Amex	350	35	35	35	-	25	25	25	-
Amex	360	35	35	35	-	25	25	25	-
Amex	370	35	35	35	-	25	25	25	-
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Amex	390	35	35	35	-	25	25	25	-
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Amex	1510	35	35	35	-	25	25	25	-
Amex	1520	35	35	35	-	25	25	25	-
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**FINANCIAL TIMES**  
EUROPE'S BUSINESS NEWSPAPER



## URBAN DEVELOPMENT IN THE THATCHER ERA

Tuesday October 30 1990

**BT**  
 The strategy in Britain for arresting decline and developing the cities has since 1979

increasingly relied on the private sector taking risks. But can this policy still work with land and property values falling?

Ian Hamilton Fazey reports

## Showdown in the cities

**THE CRUNCH** has come in British urban development. Today in London the government is rethinking its urban development corporations (UDCs) on the private sector in the most hostile climate they have yet faced.

Minds have been focused by a slump in southern land and property prices and their effect on flagship projects in London's docklands. The corporations are under attack by Labour for lack of accountability to local communities.

But is the government's urban development strategy really in trouble? There may be a price crisis in London, but much is going on elsewhere in the country. Since land prices have never bubbled there, they are not about to burst. Indeed, commercial rents are still rising in many areas.

Moreover, urban strategy is not just about UDCs, which this year will cost £542m of "Action for Cities" spending of £2bn.

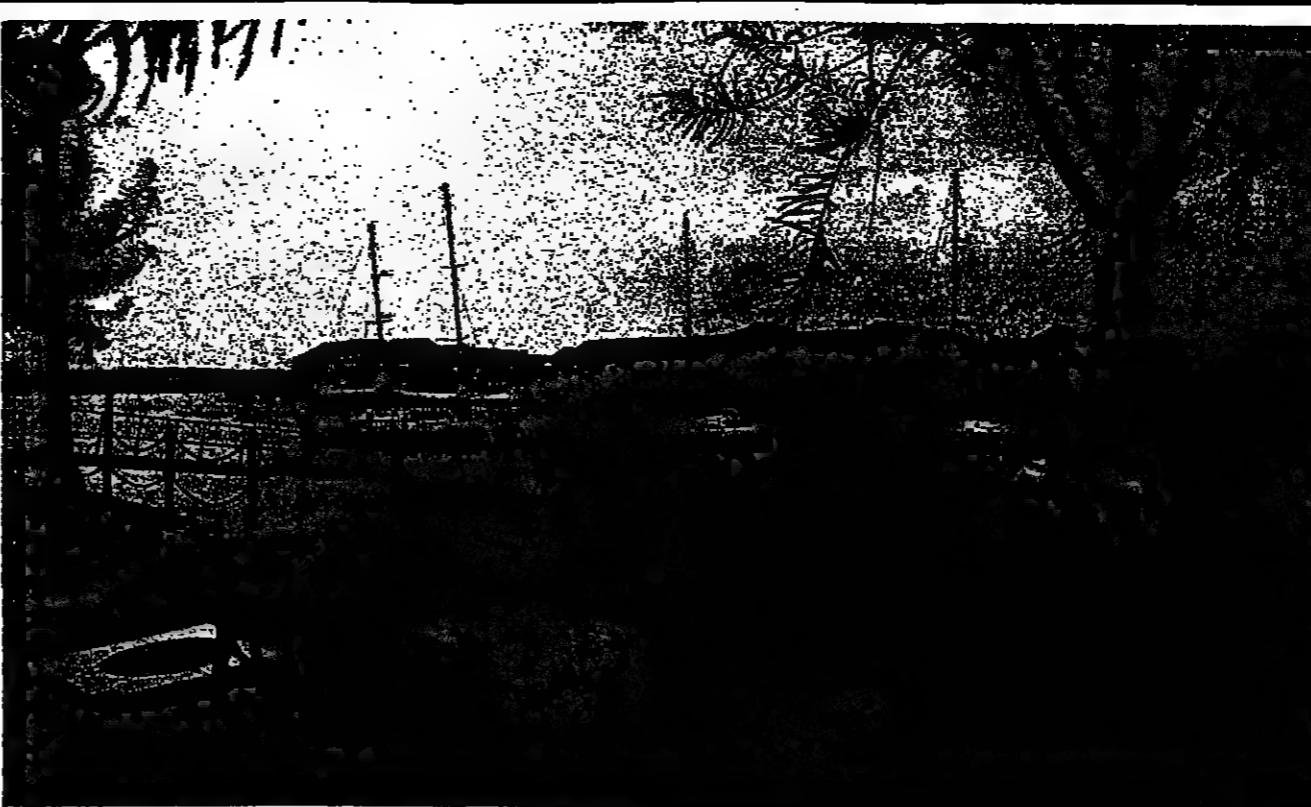
A general election is approaching and Labour's power base is in the town halls of urban Britain. In the Thatcher era, may have been progressively bypassed in urban development, in contrast

to the 1960s and 1970s, when they were central to it. Many councillors resent the loss of planning and compulsory land purchasing powers to the UDCs, and say they would do better because they would be more sensitive to local needs. This is the main conflict over urban development today.

When the Conservatives came to power in 1979, Britain's cities seemed in inexorable decline as people migrated and business confidence fell. The government argued that urban development strategy had failed: the urban programme, run by local authorities, was making increasing demands for central funds, yet decline continued.

A radical policy switch used government money to force a revaluation of the urban marketplace — mainly by clearing dereliction and improving infrastructure — so that cities could compete better with the suburbs, motorway corridors and new towns.

The idea was to reduce downside risk to a level where the private sector would see enough potential to develop in cities, rather than take some profits elsewhere. Cities would be investment opportunities,



Salford Quays: the local council made sure the enterprise zone succeeded

Mike Aron

formed into "city" grants so that private sector developers could apply direct to government.

The government's approach to urban development has also been about leadership. With many councils bogged down by bureaucracy and its concomitant collectivism, the UDCs and the system of grants have been mostly exploited by "sablers" who have driven industrial land there become marketable again.

Some enterprise zones succeeded because the local councils made sure they did, as in Salford, where the zone led to rising rental values and returns on investment that helped the development of Salford Quays.

Derelict land grant spending has been almost universally effective. Urban development grants, which had to be strained through town hall bureaucracies, were trans-

formed into "city" grants so that private sector developers could apply direct to government.

Mr Tony Pender, English Estates' chief executive, says the sense of this has been proved by Bradford's science park, the Wavertree technology park in Liverpool, and the conversion of Liverpool's disused Exchange Station into prestigious offices.

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Mr Hall now claims that the Teesside UDC has secured £1.5bn of future development.

Even sceptics grudgingly admit that his optimism is probably more concerned with timescale — their estimate 20

years as opposed to his of five — than quantity.

But Teesside illustrates the conflicting signals about the overall situation because British Urban Development (Bud), a consortium of 11 large construction companies formed in 1988 to look for large-scale urban projects, this month pulled out of a project in Middlebrough dockland.

Among the UDCs today, Teesside stands out for the

marketing skill of Mr Duncan Hall, its chief executive, who had already made his name for the regeneration of Corby, Northamptonshire, after steelworks closures wrecked its industrial base.

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On Teesside Bud wanted the government to guarantee 550m of public funds before it would commit itself to a scheme in the Middlebrough dockland.

The deal collapsed because Mr Hall said the UDC would do nothing unless Bud gave its

Meanwhile, there is plenty going on in all big cities. Greater Manchester, benefiting from two UDCs, still boasts a strong commercial property market. Mr Alastair Ball, chief executive of Tyne and Wear Development Corporation, can point to work starting on two new schemes last month and two more about to start this week.

Indeed, despite the government's passion for marketplace solutions, urban development seems to be becoming a reasonably effective mixture of interventionism and private capitalism in many areas.

The biggest defence of the strategy is that it is working where previous policies failed.

Jobs and business confidence are returning downtown, so that most cities now have a better chance of fighting decline.

Many would argue that this is what it is supposed to be about.

### IN THIS SURVEY

■ Ian Hamilton Fazey meets Mr Michael Heseltine whose policy changes went some way to transform Britain's landscapes ..... Page 2

■ Stewart Darby tours the development sites in London Docklands and Martin Regan looks at Salford Quays in Greater Manchester ..... Page 4

■ The Albert Dock is a symbol of Merseyside's regeneration. Martin Regan looks at this waterfront tourist trap ..... Page 5

■ The success of Wavertree Technology Park is its location a few minutes from the end of the M62 and its large size. Martin Regan sums up ..... Page 5

■ Stewart Darby travels the length and breadth of the country to investigate the 11 development corporations in England and Wales ..... Pages 6 and 7

■ Martin Regan finds a song in the heart of Manchester while Jim Kelly visits Newcastle Business Park and Gateshead Garden festival ..... Page 8

■ Paul Cheeseright watches Birmingham's dream come true — the International Convention Centre ..... Page 8

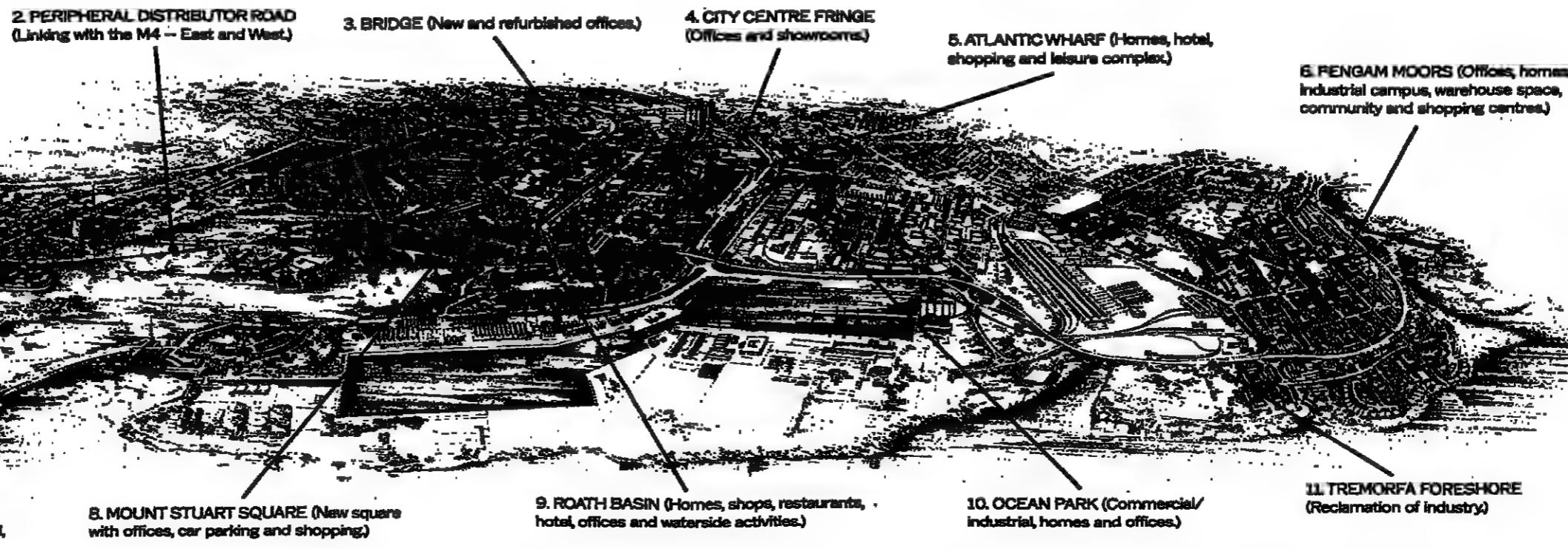
■ Hazel Duffy examines the US experience and discovers the best and the worst of ideas ..... Page 10

■ In Scotland, the fate of five New Towns hangs in the balance. Christine Mohr reports ..... Page 11

■ Anthony Moreton tours the Cardiff Bay development and writes about an international city in the making while Kieran Cooke outlines the special problems of Northern Ireland ..... Page 12

Editorial Production: Roy Terry

## AT CARDIFF BAY, WE ARE LAYING THE FOUNDATIONS FOR THE CITIES OF THE FUTURE.



Cardiff Bay is one of the largest development projects in Europe and certainly amongst the most imaginative.

We are planning to build a barrage to create a 500-acre freshwater lake with 7 kilometres of waterfront. We have already seen £250m of private sector investment and have opened up 300 acres of land for development.

The majority of buildings within the 2,700-acre

development (1% of the entire area of Cardiff) will be newly built. To achieve the highest standards possible we have consulted with the best international planning consultants and have even created our own Design & Architectural Review Panel.

The result will be one of the finest collections of modern architecture in Europe.

We aim to create harmony of a traditional community with houses, shops and offices sited

around a waterside of outstanding beauty.

We shall provide hundreds of companies with state-of-the-art facilities within an attractive environment in which to live, work and play.

Our developers are urged not to reject the past but to work with it. Not to replace but to regenerate.

Our planning is on a human scale, more sympathetic to real human needs — for water, wind and green leaves — not acres of concrete.

At Cardiff Bay, we are not just laying the foundations for a new community, we are laying the foundations for the cities of the future.

On a massive scale, we are showing that it is possible to build for the future, not only without damaging the environment but by improving it.

It can be done.

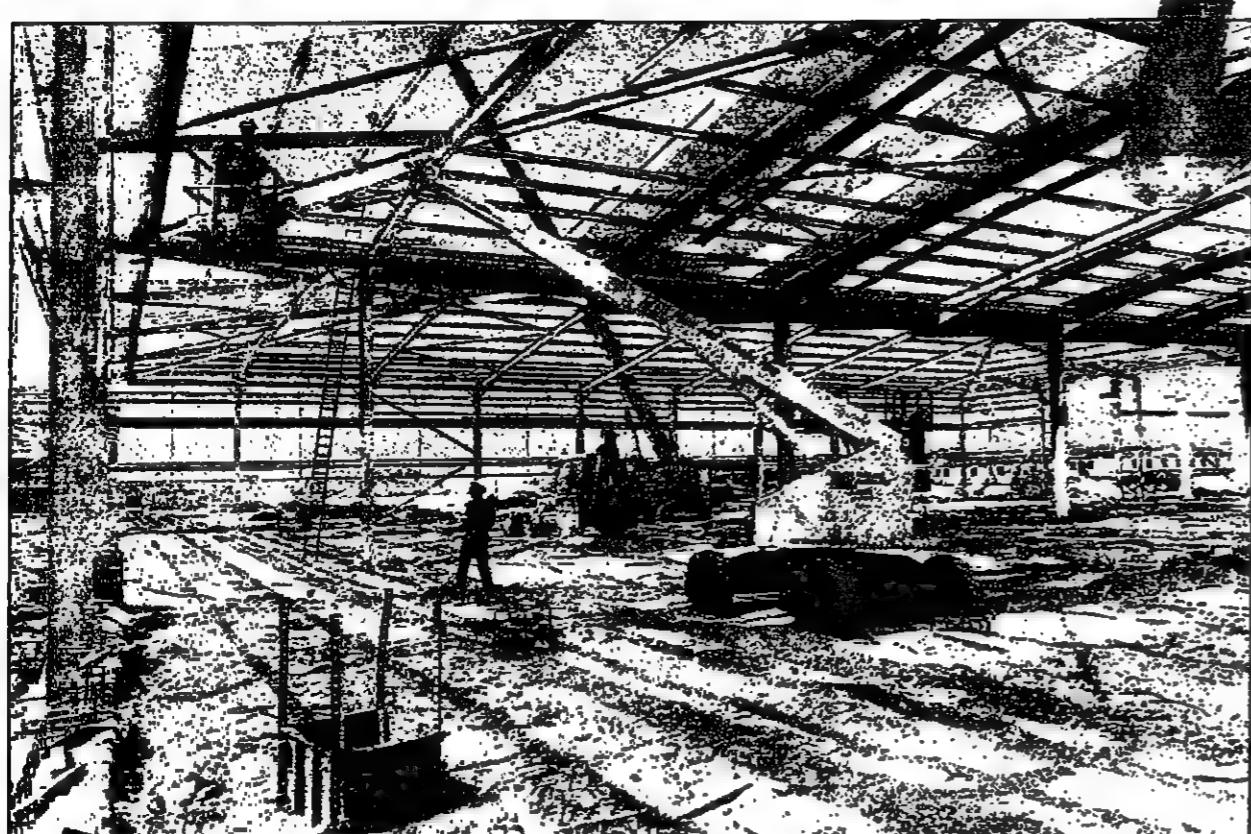


FOR FURTHER INFORMATION PLEASE CONTACT THE INFORMATION OFFICER, CARDIFF BAY DEVELOPMENT CORPORATION, BALTIC HOUSE, MOUNT STUART SQUARE, CARDIFF CF1 6DH. TEL: (0222) 471576. TELEX: 497382. CBDCG. FAX: (0222) 488924/482263.

BUILDING A QUALITY ENVIRONMENT

# TEESSIDE

## THE UK's BIGGEST NEW URBAN DEVELOPMENT PROJECT



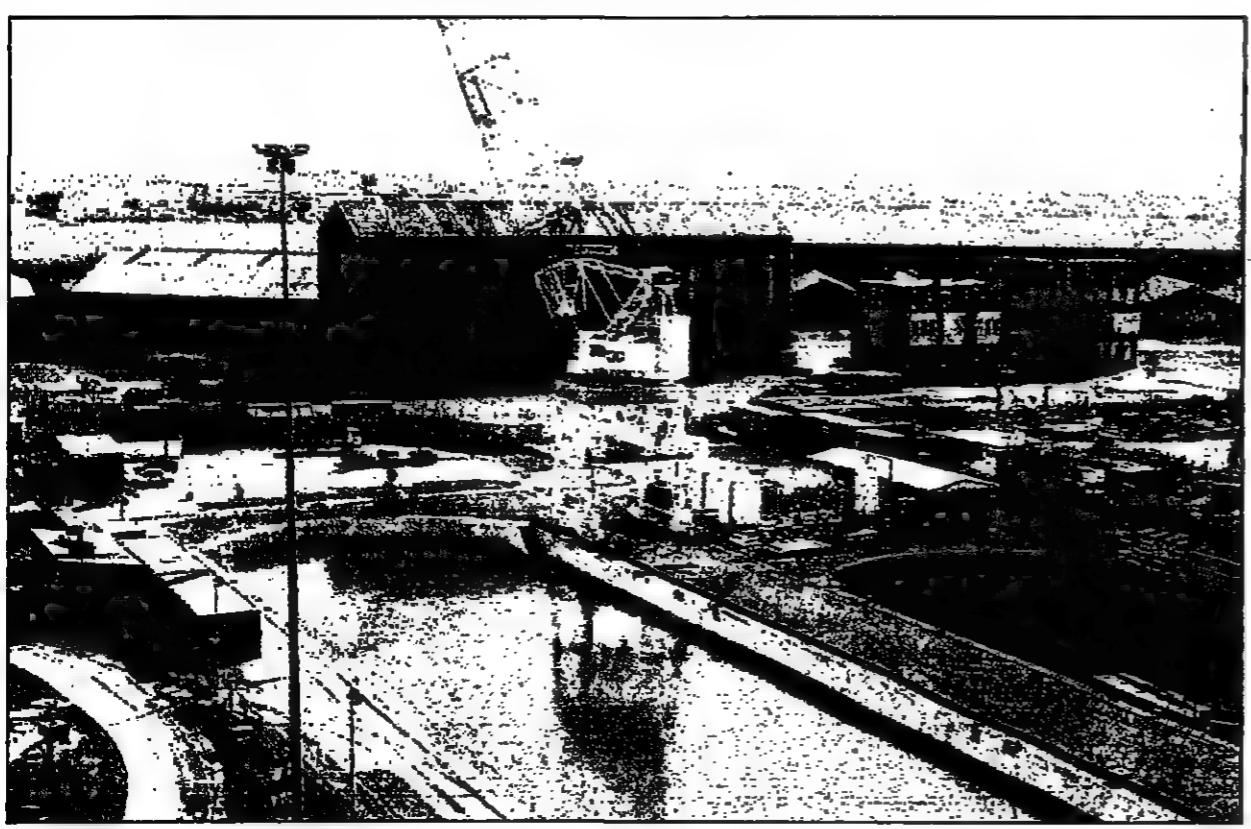
1,000,000 sq ft of new retail and leisure space at Teesside Park is fast taking shape. Toys 'R' Us, the world's largest toysellers, recently opened a 44,000 sq ft store, in good time for Christmas. Other participating retailers - including B&Q, WH Smith's Do-It-All, Iceland Frozen Foods and Comet will be trading by Spring 1990.



The first phase of development at Preston Farm Business Park, comprising 100,000 sq ft of floor space, will be complete by the end of October. The units, available in options of 5,000 - 18,000 sq ft, include office space (25%) and light industrial space (75%) suitable for warehousing, light manufacturing, laboratory work or office conversion. The finished Business Park will total 400,000 sq ft of floor space.

### WHERE £500m OF WORK IS IN PROGRESS

Phase I of OTEC, Teesside's Ocean Technology Centre, has been concluded. This unique facility simulates both a seabed environment and wellhead product to test work techniques and equipment. OTEC has recently seen the completion of the Goodfellow Associates GASP project and the facility already has many subsea research projects for 1991. Phase II of the development will add two wet test wells for subsea-oriented well-servicing operations.



Plans are now becoming realities as building work is progressing on almost all Teesside Development Corporation's flagship schemes. On Teesdale, the 250 acre flagship scheme central to Teesside's regeneration, over one million tonnes of material have been moved and over 16 miles of roads and services installed. Work has begun to provide the first 258,000 sq ft of offices, a restaurant, hotel, public house and both public and private sector housing.

Teesdale, Teesside Park, Hartlepool Marina, Preston Farm and OTEC - all with work progressing on site, all part of the UK's biggest urban development project.

At Hartlepool Renaissance, work is rapidly progressing on 106 homes at Lovell's Warrior Quay, the first of the housing developments on the site. Other work in Hartlepool includes the laying down of infrastructure, refurbishing the dock and sea defence walls, and replacing the existing lock gates. When complete, Hartlepool Renaissance will include 1500 homes, a 450 berth marina, shops, restaurants and tourist attractions.



For more details contact: Duncan Hall, Chief Executive, Teesside Development Corporation, Tees House, Riverside Park, Middlesbrough, Cleveland TS2 1RE. Tel: (0642) 230636 Fax: (0642) 230843.



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## URBAN DEVELOPMENT 3

Ian Hamilton Fazey meets the former minister whose policy changes went some way to transform Britain's townscapes

LOOKING back, the architect of Britain's urban development policy in the Thatcher era could not have done anything differently. He is only sorry that there could be no short cuts to speed things up. It is because of the latter that he also believes that there is still a long way to go.

Mr Michael Heseltine became environment secretary in 1979 and immediately started to change the entire basis of urban development. The principles he developed have not changed since, although the mechanisms for putting them into practice have been refined (see the article below on this page).

Today, it is Mr Heseltine again who is making the running, wanting to change the nature of local government in Britain to give more power to cities to solve their own problems – provided they develop their tenets of urban development further.

So how did he change things?

He says: "What we perceived in 1979 was that because vast public expenditure programmes had been running in parallel with urban decline, simply making those programmes a little more generous did not address the fundamental issue of decline.

## Heseltine has no regrets

"Indeed, it might even have accelerated it by perpetuating old attitudes and old policies. You were just throwing money at the problem without thinking about the problem. We decided to reverse the thinking."

The basic idea was to invest rather than fund, to make cash work long-term, rather than putting it into urban development programmes that merely consumed it. The money went increasingly to clear dereliction, improve infrastructure and clean up the environment.

The theory was that this interventionism would make depressed, mainly inner city areas more competitive with both the suburbs and the countryside. In the latter case, pleasant market towns and government-backed new towns were winning inward investors from abroad and UK companies wanting to relocate.

W making the urban marketplace more attractive and competitive was what might have been expected from a believer in free markets, the second part of the policy was, in its

gambles" was how the FT assessed the approach in 1982 after he had outlined the policy in an interview in his Liverpool office, where he spent at least a day a week for more than a year after the Toxteth riots of the previous summer.

The riots had enormous significance, rocking the govern-

ment and forcing the cabinet to pay much more attention to urban problems. Mr Heseltine was given considerable scope. He was criticised for spending too much time on Merseyside, but still defends what he did.

"I wanted to understand how these things worked, and to create models," he says. "I wanted to show my colleagues in government and the private sector what was possible. I very much saw the exercises as the basis from which a very considerable expansion of the

programme could take place, stretching across the more deprived areas of the country.

Heseltine himself is highly critical of some of the bureaucracy now involved, which submerges local councillors in committees and subjects every decision to a never-ending, over-detailed Whitehall scrutiny.

Apart from his long-standing and continuing call for an English development agency to mirror Scottish and Welsh counterparts, he also seems to have developed another role model – this time for local government – from his time as Merseyside's urban development supremo.

He would like to see elected mayors or chief executives – who can cut through the red tape – running cities, on the US model.

In other words, cities need leaders who can cut through red tape, in the way he himself did, in 15 months on Merseyside in 1981-82. "Leadership is very important," he says.

Unfortunately, as he says himself, it takes 25 years to achieve such radical change in a democracy like Britain. Even if the process really did begin in 1979, it still means there is half a generation to go.



Michael Heseltine: city power plus

"ACTION FOR CITIES" SPENDING (£m)			
	1980-81	1981-82	1982-83
Department of Environment			
Estate action	140	150	160
Housing associations	610	517	620
Housing investment programme			
Derelict land reclamation	51	20	21
Urban programme	206	226	251
City grant	25	36	48
Homelessness			
Urban Development Corporations	234	439	542
Taxi offices	16	19	22
Housing action trusts			
	1,165	2,301	4,966

Source: Department of Environment

IF URBAN development was ever a simple matter, it is no longer. A complex series of special measures and funds have been introduced, added to and expanded over the last 10 years to try to target public spending and account for it better.

At the root of this are considerable tensions between the various agencies and bodies responsible. Indeed, the structure and regulations pertaining to urban development now are just as concerned with controlling policy and purse strings as solving urban problems.

It is actually quite difficult to find out how much was spent on encouraging urban development prior to 1986 and a complete answer has not been obtainable from Whitehall.

This is because global sums were allocated to various government departments, local authorities and initiatives. They competed with each other to keep up spending levels and what went into urban development was not necessarily accounted for separately from

other spending. Conservative and Labour governments in the 1970s put the problem in the hands of local authorities, forming inner city partnerships, chaired by ministers, to review progress. A central fund was available for emergencies.

The new Conservative government of 1979 adjudged this mechanism to have failed because it did not arrest urban decline.

However, it was not until after its first big urban emergency – the Toxteth and Brixton riots of 1981 and the copycat disturbances they spawned in other cities – that the meaning hit home of the govern-

ment's refusal to go on "throwing money at the problem".

Targeted spending on specific projects started to emerge, and with it the mechanisms to keep track of where the money was going.

One experiment in control was through a new type of agency, the Merseyside Task Force. It was a significant departure in administrative practice because it breached the central structure of Whitehall.

It included civil servants from the departments of the environment, trade and industry, and employment. Instead of each of them reporting to their own departments – in effect, into one of a series of parallel bureaucracies – a senior civil servant from the department of the environment was in overall charge.

The idea was to ensure that efforts were co-ordinated and spending optimised.

The need for this became even clearer as the 1980s progressed and as Labour gained stronger control of most of the urban local authorities with serious problems.

Local Labour councils often had their own ideas about urban development and these did not always match the government's, especially when they revolved round "municipal" solutions, such as building more council houses.

Many local authorities wanted money from central funds to spend in the ways they thought best. The government had different ideas and favoured much more independence with private sector developers.

After the 1987 general election, the government felt that its aim had been strengthened, and targeting was pursued even more vigorously, with two new generations of urban development corporations and radical shifts in public housing policy.

The result is a plethora of funds and initiatives, as shown in the table. This is what they are:

Department of the Environment programmes:

■ Estate action: provides funds to encourage council tenants to work together to manage the housing estates where their homes are, and improve them. The money also goes to capital spending on housing by local authorities.

■ Task forces: these have followed the Merseyside model (see above) in several cities. They co-ordinate and monitor the wide range of government initiatives.

■ Housing action trusts: descendants of another Heseltine initiative in the post-riots period. The original model was Cantril Farm, a

notorious 1960s housing estate of tower blocks and terraces in Knowle, Merseyside. The council sold it to a trust supported by the private sector.

The change of ownership, coupled with local management and direct funding from government, helped arrest decline.

Department of Trade and Industry programmes:

■ Inner city business support includes regional selective assistance grants for businesses setting up or expanding in inner cities, as well as financial support for investment and innovation among them.

English Estates' factory-build programme also comes from this budget, ensuring that good premises are available in areas where private sector developers are unlikely to risk speculative building.

■ City action teams are similar to task forces but more concerned with implementation than policymaking.

Department of Employment programmes:

■ Training: The main purpose is training for jobs that may not always be available. Some people are also encouraged to move to inner cities to keep off the unemployment register. However, money is also available to encourage inner city enterprise, including support for small firms and enterprise agencies.

■ Home Office programme: Commonwealth citizens' special grants are available to local authorities to pay for

staff who deal with the needs of Commonwealth citizens. It is in effect a way of channelling central government resources into racial problems in the inner cities.

■ Safer cities: an increasing budget has been created to address the problems of crime and reduce its effects on confidence and investment.

Department of Transport programme:

■ Roads: The last three years have seen large increases in spending to improve the urban infrastructure and make inner cities more accessible.

Department of Education and Science:

■ City technology colleges: an attempt to concentrate educational resources in urban areas with skill shortages and match the colleges concerned with local industrial and commercial needs.

So six government departments each have at least one finger in English urban development. The situation is different in Scotland and Wales, where a single department – the Scottish Office or the Welsh Office respectively – is responsible.

Significantly, Scotland and Wales, with about 10 per cent of UK urban population, get a pro rata share of the total national budget. This suggests that overall apportionment may well have more to do with slicing the cake up evenly than targeting strictly on certain areas.

■ Home Office programme:

■ Commonwealth citizens' special grants are available to local authorities to pay for

## Helping UDCs to win-making development happen

London Docklands succeeded in a period of less than six years to confound the views of the market place and the normal criteria of the property sector and Funding Institutions.

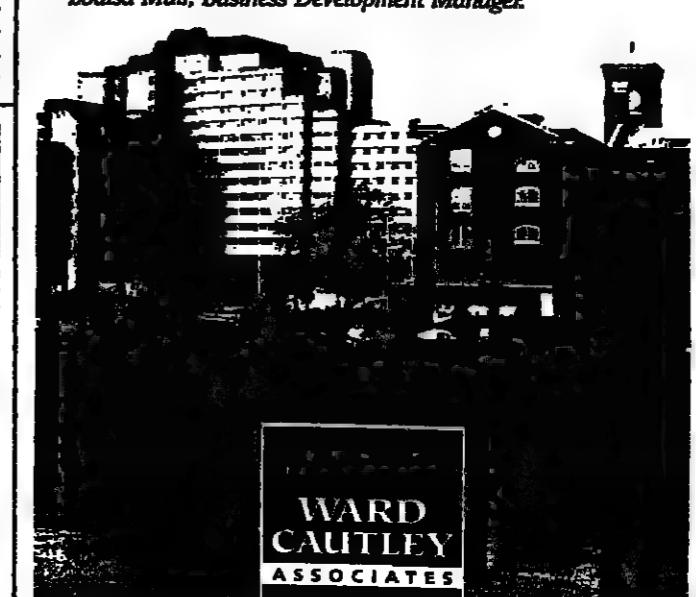
This change was spearheaded by Reg Ward, Chief Executive, with Paul Cautley as his principal external marketing adviser and Director of the Inward Investment Programme.

Whilst retaining their roles as Managing Directors of ISLEF and Strategy International respectively, they have decided to team up again to provide a very personal "hands-on" help to UDCs, and other authorities in the Urban Regeneration field, to win in the present environment.

The essential ingredients of their partnership are creativity and lateral thinking, an ability to generate a market place even where none naturally exists. These remain the vital elements in securing dynamic and successful urban regeneration despite the difficulties of the market place.

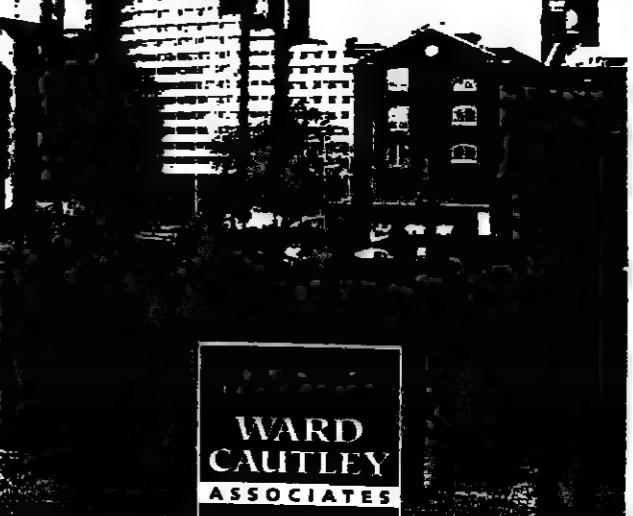
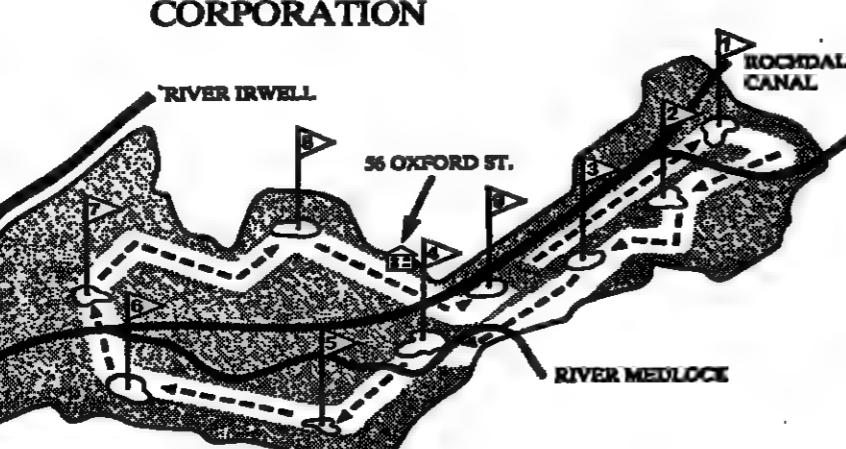
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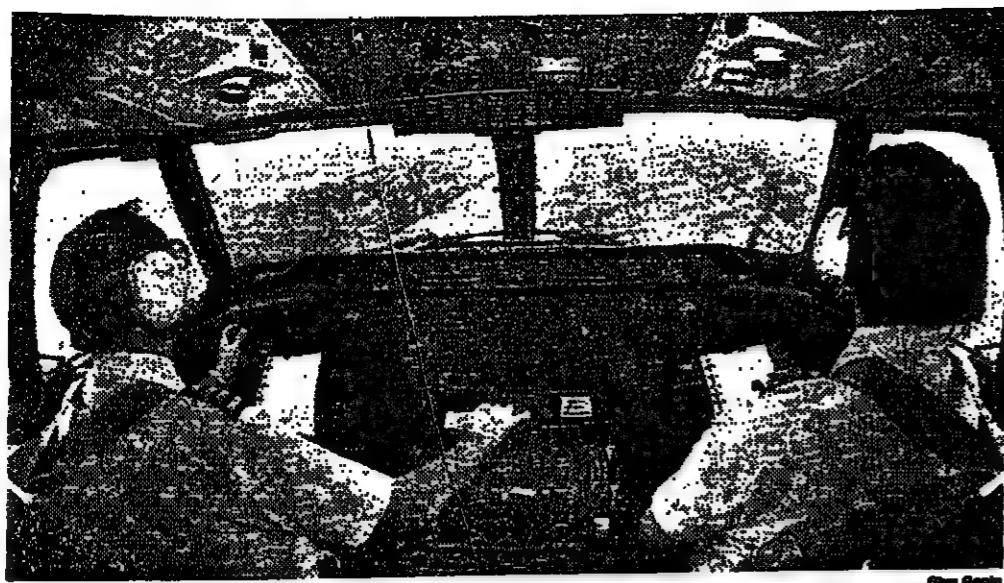
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## URBAN DEVELOPMENT 4

**Stewart Dalby tours the development sites in London Docklands**

## A successful experiment



Glyn Gammie

Above: an aircraft coming in to land at London City Airport. Right: cranes tower above the many building sites in the Docklands area.

LONDON Docklands was one of the first two urban development corporations set up by Mr Michael Heseltine when he was Secretary of State for the Environment in 1981. Its success in terms of the private sector capital it has generated was one reason for the establishment of other UDCs.

It has, however, been one of the more controversial corporations and has been accused of allowing a patchy architectural style.

Members of Parliament have voiced concern over the lack of accountability in its use of public money, although this is an inherent feature of the development corporation system.

It invests non-elected statutory bodies with planning powers, vesting rights (the right to buy public land at current use costs) and compulsory purchase powers. The corporations are funded primarily by Government grants.

When the docklands corporation was set up local authorities resented their loss of planning powers to a non-elected quango and for a time the councils in Newham, Southwark and Tower Hamlets refused to cooperate with it.

However, the corporation's emphasis on property development highlighted the weak infrastructure, its poor roads

and communications of the areas under the councils' control.

New property, it seemed until recently, was being built at the expense of a more comprehensive economic and social regeneration.

Although there was much demolition when the corporation started, there was also a local population of 39,000, consisting mostly of tightly-knit communities.

The London Docklands Urban Area covers 8.5 square miles or 5,500 acres along the River Thames close to the City of London.

The reasoning of Mr Heseltine at the time was that the area had been in decline for 20 years.

Rather than encourage industry and people to move out to rural green belt land, he proposed reviving the old docklands.

They comprise four areas: Wapping and Limehouse, the Survey Docks, the Isle of Dogs and the Royal Docks.

Wapping, which was developed first, contains high-density city-type residences, some commercial and industrial developments and a number of attractive old warehouses which could be turned into attractive dwellings. It was Wapping which gave Docklands its yuppie image.

Surrey Docks has developed along more suburban lines with lower density housing and mixed shopping and leisure projects.

The Isle of Dogs is the commercial heart of docklands. It contains an enterprise zone which offers capital allowances and rates concessions to developers. The Docklands promoters envisage it as an alternative City of London, or at least an adjunct to the City of London.

The massive Olympia and York's Canary Wharf project, at a projected cost of £4bn, accounts for almost half total private sector investment in Docklands.

The Royal Docks, in which London's City airport is situated, is still largely undeveloped. The promoters say the Royal has scope for imaginative schemes on a grand scale. In addition to some housing developments and a shopping centre there are plans for big complexes including offices, shops, hotels and a sports and exhibition centre.

So far some 1,500 acres, including an area of water, have been developed and the corporation is looking at a further 600 acres in the Royal Docks.

Some 35m sq ft of commercial and office space has been created or is under construction.

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The charge of neglecting infrastructure in favour of speculative building has caused the corporation to call a halt.

Defenders of the "property first" approach say that Docklands was very much a first experiment in inner city regeneration. Had infrastructure

work been put first, as in other countries, this work would have taken many years with no guarantee that the private sector would follow. Moreover, the Government was in a hurry to see something done.

In the Royal docks, however, the roads have gone in first as part of a £20m infrastructure

package. It allows for more roads in all four docks, an extension of the docklands light railway and an extension of the Jubilee line on the underground.

The corporation is now also

adopting a more sensitive approach to the local authorities. Under agreements with the boroughs of Tower Hamlets

and Newham, it will provide work for local people. It has also agreed to give Tower Hamlets substantial sums from its own grant for social and community projects.

As a result, local councillors are now happier than they were when the corporation was launched.



New housing by the side of the canal in Salford Quays: executives have bought second homes on the waterfront  
Martin Regan investigates Manchester's Salford Quays

## Miraculous transformation

TO THE tenant of Salford Quays, the remarkable revival of nearby Salford Quays could easily be regarded as rubbing salt into an already festering wound.

The contrast between the neglected housing stock on one side of Trafford Road and the pristine offices on the other could not be greater.

Town houses and penthouse apartments on the Quays, some now changing hands at more than £100,000, depending on berthing facilities, are more discreetly set back from the road.

Curiously, Ordsall residents express nothing but pride in the developments that have taken place over the past five years.

The BMWs and Jaguars which now dominate the rush-hour traffic are viewed with ambivalence, seen as tokens of the Thatcher culture and as symbols of the job creation the area needs.

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However, local entrepreneur Edward Hagon cobbled together a development package for the 168-bed Copthorne Hotel. The development encouraged others in the leisure sector. Near the hotel is a multiplex cinema, a Toby restaurant, a waterside cafe, and a marina.

The master plan has allowed development to progress with the

hopes not high. Three years earlier, a consultant acting for a hotel chain had dismissed the area as unsuitable for development.

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Martin Regan looks at the Albert Dock, a symbol of Merseyside's regeneration

## Waterfront tourist trap in Liverpool

FOR A place which does not yet make a profit, Liverpool's Albert Dock appears remarkably busy. The 100-unit centre looks somewhat finance-oriented, but even on an overcast weekday there is a constant flow of visitors.

The £2.5m Tate Gallery, a splendid Richard Rogers refurbishment, is the natural focus of visitor attention. But it also boasts the Merseyside Maritime Museum and the Beatles Experience, "a must for Fab Four fans".

The Albert Dock, at the head of the South Dock, has become a symbol of Merseyside's regeneration.

The largest group of listed buildings in the UK, it attracted last year more than 5m visitors, of whom 2m came from outside Merseyside.

Its income may not be as much as the £150m that has been claimed, but in marketing terms it represents perhaps the best chance for Liverpool to transform its appalling public image.

The scheme has so far cost £75m of which £44m has come from the public sector. Arrowcroft, the developer, has not yet earned a return on its investment and the Albert Dock Company, which runs the complex, is still losing money.

Raymond Guy-Jobson, the dock company's managing director, claims that he is not unduly concerned. He says, "We have always made clear that we saw the Albert Dock as a long term proposition. We are very happy indeed with the way things are going."

The Merseyside Development Corporation is probably even happier. It has not only conjured a major tourism centre into existence. It also takes half its rent as part of the original development agreement.

The Albert Dock and, to a lesser extent, Barratt Urban Renewal's £10m refurbishment of Wapping Warehouse have been two of the corporation's most notable achievements since it was established in 1981. Both are on South Dock, the major centre for investment on Liverpool waterfront.

The MDC has spent £230m of public money and attracted direct private investment of around £25m. The ratio seems poor and provides ammunition for some of its fiercest critics.



The Albert Dock (above and right) attracted more than 5m visitors last year, 2m of whom came from outside Merseyside

led by economist Patrick Minford, a former board member.

However, £120m of this public spend has been on reclamation and refurbishment.

The debate is between those who feel that the corporation should act simply as a pump-primer, leaving the market to

structural problems in the building, the dock basin contained more than 20 feet of silt. Critics are invited to explain who in the private sector would have been prepared to take on such a site.

The attempt to change market conditions is most notable

It's income may not be as much as the £150m that has been claimed, but in marketing terms it represents the best chance for Liverpool to transform its appalling image

more than 100 companies a total of 1,500 people but by the park's effect on local property values.

Rentals of £4 per sq ft have regenerated the Liverpool industrial market. Together with Wavertree Technology Park it has provided investors with the only evidence that commercial property speculation in Merseyside is viable.

On the South Docks, the "Brunswick effect" has been even more remarkable. Peter Hynd, a local developer, is building a 230m office scheme at Columbus Quay, having pre-

viously built his own headquarters nearby.

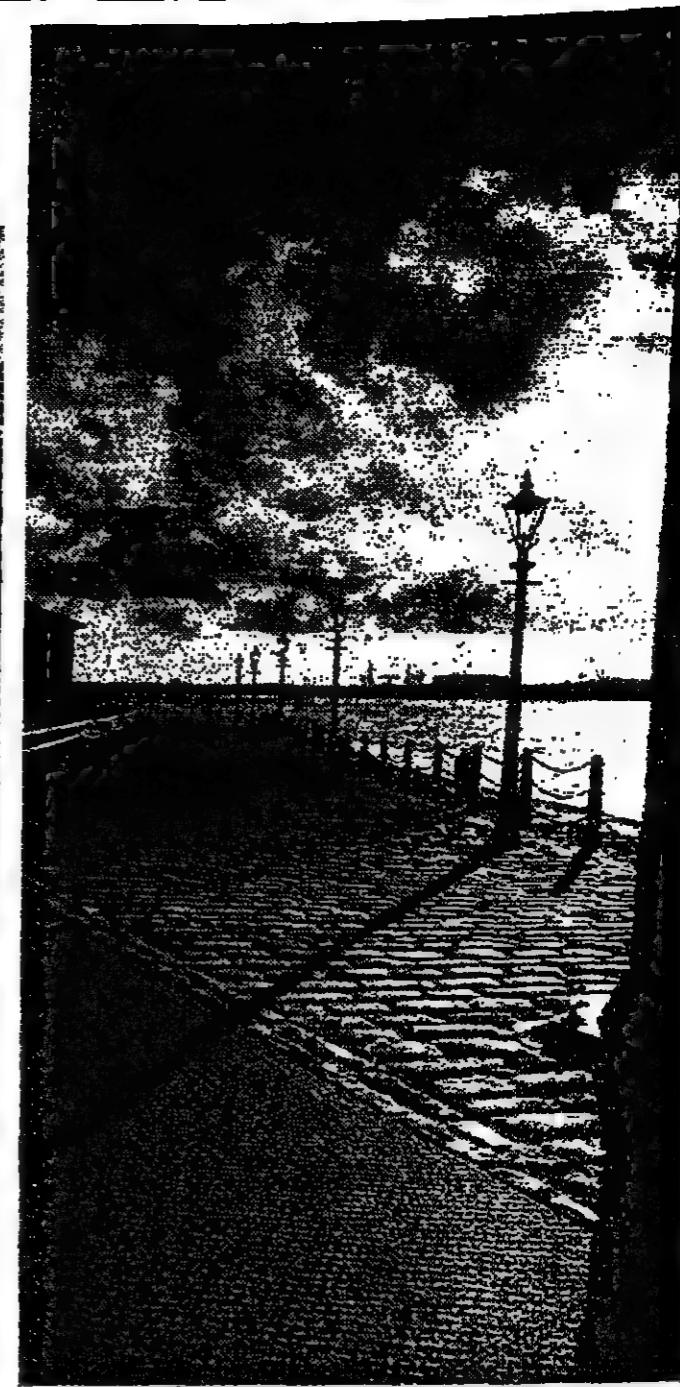
The project, Liverpool's first private speculative office scheme for a decade, is highly significant; perhaps even more than the recent announcement that Customs and Excise is to relocate its VAT office to the nearby Queens Dock and create 400 jobs.

At Coburg Quay, the Marina Wharf company has started the second phase of a scheme to build waterside houses for rent. The scheme, partially funded through the Business Enterprise Scheme, follows a

successful first phase of 25 units.

The supply-led strategy is now beginning to generate demand. On the South Docks, Richard Rogers has been brought in by Arrowcroft to design the concept for a multiplex cinema development, and a local contractor has signed a deal to build 400 apartments at East Brunswick Quays.

Private sector investment is now rising significantly. Last year, private investment rose to £37m on public investment of £26m. It is the first time the leverage has not been negative.



### WAVERTREE TECHNOLOGY PARK

## Built on the right side of the tracks

AT FIRST glance Liverpool's Wavertree Technology Park does not seem anything like the success its marketing agents would have us believe. For example, its figures for private sector investment are not impressive compared with virtually every other significant urban development project.

Since 1982, £1m of derelict land grant and £10m spent by the public sector developer, English Estates, have unlocked just over £4m of private investment — much of that from companies taking up freehold options on existing buildings.

However, as with everything on Merseyside, first impressions can wrongly suggest that Wavertree is an unsuccessful example of urban regeneration.

The obsession with leverage ratio is only valid in those areas where speculative development is a common currency. On Merseyside, rock bottom commercial rents and the unwillingness of institutions to pick up the resultant investment have meant developers are unwilling to meet the demand for business space.

Against this background, the achievement in creating Liverpool's first AI office park and attracting companies such as Powell & Scholefield, Thorn and Hoskyns, becomes more obvious.

The fact that Wavertree has needed to compete against the more established business parks of Warrington, just 20 minutes down the M62, makes the achievement all the more remarkable.

In essence, Wavertree Technology Park has been one of the few examples of the city council and Mrs Thatcher's Government sitting down to address the specific problems of Liverpool in a specific way.

The idea was to create an environment that would encourage the start-up and expansion of much needed high-technology companies. The method was to target public sector finance, which would have been used anyway, in a more precise way.

Private sector participation from Plessey was the key to unlocking the deal, providing the impression if not the reality of a broadly based initiative. Once early progress had been made the company took a back seat, before finally withdrawing.

Rob Dennett of English Estates says Plessey's role was

absolutely critical. "It was not only helping to set the whole thing in motion, but the first tenant on the park was Plessey Crypto and that brought 250 jobs," he said.

Wavertree Technology Park has been built on the 84 acres site of the former Edgehill railway marshalling yard. Its location, a few minutes from the end of the M62, and its large size were vital to its prospects of success. Other attempts to create business parks in Liverpool had been either too small or in poor locations.

The park was developed by a limited company formed by Plessey, the Merseyside county council, English Estates and Liverpool city council. Today, the equity of the company is owned jointly by these last two.

The park's success was not immediate, but the package on offer to prospective tenants, albeit at rents slightly higher

than the city norm, did prove attractive.

Private Management is integral to this package. The park company has ensured restaurant facilities, a fast food outlet, a bank and a health centre.

The provision of 24-hour security, including video surveillance, is another attraction. There is even a newspaper marketing park companies to potential clients.

Gardner Systems, a computer systems house, was one of the first companies on the park seduced out of a nursery unit in Liverpool city centre by the promise of a heavily landscaped, low-density development.

The company arrived with a staff of four which has since expanded to 15. A planned £850,000 investment in new headquarter will bring a further 20 jobs. This investment is the first private development on the park.

Gardner chief executive Frank Coward says he considered moving to Warrington.

but the attractions of Wavertree were difficult to match. "The park has achieved a strong image of technology innovation. It isn't simply a run-of-the-mill business park," he says. "The park has achieved its own inertia, there is nothing like it in Merseyside."

Other companies, such as Barclays Merchant Services, which arrived in 1988, have also announced expansion programmes. The company is to centralise its Barclaycard operations, shedding staff at Northampton and creating 300 new jobs at Wavertree. This is a reversal of the usual trend of shutting down Merseyside operations.

Valio, the Finnish food conglomerate which acquired a controlling interest in Powell & Scholefield, has made it clear that Wavertree will act as its base for expansion into Europe.

There are now 38 companies based on the park, employing 1,500 people. The original site is virtually full and a second phase of 25 acres is now under way.

The Government is supporting this phase with a further £2m of grant aid, mainly for land reclamation and landscaping. The park company estimates that the 300,000 square feet of new space will create a further 1,500 jobs.

However, he argues that overcoming initial private sector resistance to the idea of Liverpool as a base for sunrise industries was always going to be a costly exercise. He sees the Gardner investment as the first of many.

In areas like Merseyside, employment and enterprise are supply-led. You have to set out your stall and only when people see what you've got to offer will they become interested," he said.

"We've tried hard to achieve integrity on the park, to the point that we have actually turned people away. Rents are now at a reasonable level and I think the conditions are right for more private investment."

Martin Regan

## WHEN YOU'RE IN THE SAME BOAT YOU ALL PULL TOGETHER.



Meet the Docklands crew. The local authorities and

other interested parties who teamed up with Barratt to regenerate the Redriff Estate in Rotherhithe, Southwark. Part of a £55 million initiative to provide urgently needed housing.

In other cities other teams have combined with Barratt to transform urban decay into opportunities to rehouse and revitalise communities. During the past decade Barratt has been involved in several hundred such projects, providing homes for over 10,000 families.

Naturally much of this effort has been directed to producing low cost housing for rent, sale or shared ownership. But other projects have also created luxury homes.

This can be achieved cost-effectively by recycling

the resources of existing buildings and infrastructure.

Regeneration of run down areas gives a vitality to the local economy, attracts new amenities, creates new jobs and restores confidence in the community as a whole.

In the end it's up to people on the spot to decide the future shape of their towns and cities. Barratt is simply there to help. But better able to help because of its unique nationwide network of offices. This means Barratt has more experience of working with local people to overcome local problems — of being part of a team.

  
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JOY CLOISTER

## URBAN DEVELOPMENT 6

**Stewart Dalby** travels the length and breadth of the country to investigate the 11 development corporations in England and Wales

## Heseltine's vision of land regeneration takes shape

THE London Docklands and Merseyside corporations were the first of the 11 bodies set up to regenerate the country's major cities. They were established by Mr Michael Heseltine in 1981 when he was Secretary of State for the Environment. He reasoned that there were large areas of dereliction in many British cities which could be rejuvenated for housing, offices and industrial use. This would prevent more people moving into the countryside and ease pressure on the

assembly and development. Although the development corporations would be funded primarily by government grants, sales of improved land and planning fees as the corporations became successful would swell the coffers.

Unlike the new town corporations, the UDCs would not be charged with actually building new towns. Instead they were to use their funds to prime the pump and make it attractive for the private sector to reconstruct the inner cities. This had the advantage not only of keeping government spending relatively low, but also of falling in line with the Thatcher philosophy of letting the private sector do the job.

### Some corporations were opposed by politicians at local and national level

The new towns were being wound up about the same time as the UDCs were created.

One problem was that much of the land had been idle and decaying for a long time, in many cases for 15 to 20 years. The land itself often had a negative value. Developers would not touch it because of the "abnormal" or high costs of development. Much inner city land was formerly used for industrial purposes and either there was subsidence or deposits of concrete or chemicals made it expensive to reclaim. Dockland usually had poor access.

On paper, it was the responsibility of the local authorities to develop it. The cutbacks on local government spending taken together with the extensive responsibilities they already had (housing, education, the environment and, in some cases, health), meant few local authorities had the wherewithal to revive derelict areas.

Mr Heseltine decided to set up statutory bodies to focus on regeneration, with powers of planning permission, vesting rights (the right to buy public land at current use prices) and compulsory purchase. These are all very important in land

expected to have a life span of between 10 and 15 years. The thinking behind this was that the government did not want the corporations continuing to spend public funds any longer than necessary.

As with Docklands and Liverpool, some of the new UDCs were opposed by politicians at local and national level. Bristol City Council fought the establishment of a UDC all the way to the House of Lords. They managed to stop it but were ultimately unsuccessful. Mr John Smith and Mr John Cunningham, the Labour Party's shadow chancellor and shadow environment secretary respectively, attacked the UDCs as "centralist" and "undemocratic".

Many local authorities have now begun to co-operate with the UDCs because they have seen the achievements and they have realised that the management of enhanced assets might one day be returned to them. In some areas, local councillors sit on the boards of UDCs with prominent local business people.

Eighteen months ago a comparison of the first two urban development corporations

would have shown that London Docklands was, at that time, a rip-roaring success, while Merseyside was a bit of a failure.

In London Docklands billions of pounds of private investment in physical development had been generated by a comparatively modest outlay of public funds. A ratio of £12.50 of private investment to every £1 of government money had been achieved.

In Merseyside, by contrast, the development corporation, after seven years of its notional 10-year life had spent £170m on assembling and reclaiming land and improving the infrastructure, but had managed to lever out only around £30m of investment from the private sector.

Today, while Docklands still has a private-to-public investment ratio of 10 to one, there is the distinct feeling that having put the cart of speculative building before the horse of development, the Department of Transport and, indeed, private developers are going to have to spend billions catching up by building roads, extending the docklands light railway and the Jubilee line on the underground.

The high interest rates and the slackening demand for office space and residential properties of the past year have led to fears of developer failure. The possibility of a tailing off in investment portends an embarrassing oversupply of office and industrial space hanging over the market for years to come.

It is not that the 35m sq ft of commercial/industrial space either built or under construction will not be let or sold. It probably will be eventually, albeit at £20 per sq ft, around half the price that offices fetch a few miles down the road in the City of London.

A question mark will hang over when rather than if the

25.7m sq ft of potential further office and industrial space will be built.

Moreover, the relocation in the past two years of 500 families to enable the building of the Limehouse road link was carried out initially to everyone's satisfaction. However, it appears to have revived the original anxieties that with its "development-at-all-costs" philosophy the Docklands Corporation rides roughshod over the wishes of the population by causing an unacceptable level

of social dislocation.

Docklands has suffered largely unjustifiably from an image of yuppies and City whizzkids moving into high-priced housing which the locals cannot afford and breaking up the existing communities.

In short, Docklands' recent history has raised questions whether the urban development corporations are about the physical redevelopment or the broader issues of enhancing the environment for local residents and communities.

Merseyside is looking much better. The Corporation has spent around £200m and it has now generated £180m. A 1:1 ratio of public to private spending should soon be reached. The showpiece Albert Dock development, with more than 3m visitors in the past year, has reportedly become the second largest attraction in the country. Sadly needed jobs have been created.

On the surface, therefore, it seems like a case of the hare of market forces in Docklands being overtaken by the tortoise of planning in Merseyside.

However, comparisons either

only limited validity. In one way, they may emphasise the contrasting methods of UDC executives and focus attention on the debate between redevelopment and regeneration in the fuller community sense.

But the prime point is that the differences between the 11 UDCs are so much greater than the similarities that drawing a line through them and finding a model for urban regeneration is almost impossible.

Rather, an audit should be attempted on the basis of a case-by-case study.

Part of the problem in evaluating the UDCs is that the enabling legislation for them is not very elaborate. It says the UDCs are "to regenerate" urban areas designated to them. To this end they have powers to acquire, reclaim, service and dispose of land. The DfT and various ministers also recognise that besides bringing land and buildings into effective use, the UDCs should encourage the development of existing new industry and commerce, create an attractive environment and ensure that housing and social facilities are available to people living and working in the area.

The UDCs can, if they wish, help with the provision of health, education, training and community facilities. In spite of all this, the UDCs have a broad remit. The chief executives have varying objectives within the general rubric of "regenerate". They often have different methods. Some use their city grants to persuade individual developers to undertake a project. Others prefer a promise that infrastructural improvements will be made if a "this" or "that" building is put up.

All the UDCs have, in theory, money up front to bring about development; apart from this the differences are wide. They have different ages, they have different shapes, they are different sizes, the territories

they control are not always contiguous and have varying degrees of dereliction and they have widely differing economic circumstances.

At one end of the spectrum is the Central Manchester Corporation. With less than 500 acres under its remit it is not only the smallest, it is unusual in that it is set in the heart of an otherwise flourishing city. The area surrounds the Rochdale canal, and has 60 listed buildings including some rundown

warehouses. But it does not have a huge infrastructural job on its hands. There are no former docks, or railway shunting yards or contaminated former steel plants.

By contrast, Tyne and Wear with its former shipyards and railway yards is more like Docklands and Merseyside. The Tyne and Wear boundaries are tightly drawn along the two rivers, but there is almost complete dereliction, and very poor access.

The Teesside Development Corporation controls the largest area, 12,000 acres, with fewer than 1,000 residents. Trafford Park in Manchester has virtually no people at all, although more than 25,000 work there. There, the task is the renovation of an old industrial estate. Docklands had a population of 35,000 when the development corporation was set up. The Black Country Development Corporation has 35,000 living within its boundaries and 75,000 working there.

Differences of attitude are also important. Mr Duncan Hall, the chief executive of the Teesside Development Corporation, says the UDCs are about creating jobs. Only when people have work can you begin to consider improving the quality of their lives with leisure facilities. Mr Alastair Bell at Tyne and Wear has a broadly similar approach. He feels the starting point for his UDC is to try and diversify. Tyneside's economic base so he has started by building business parks to attract new industries to the area.

Creating new jobs is hardly a problem for Trafford Park or Central Manchester. Nor is it a problem for Cardiff Bay, where there is virtually full employment.

One of the few things that the UDCs have in common is their method of funding. Each is given an amount of government grant agreed under a corporate plan which is submitted to the Department of Environment. The Cardiff Bay Corporation, uniquely, falls under the Welsh Office and does not have planning permission.

The UDCs are then expected to lever out of the private sector proportionately greater sums than they plan to lay out.

The first two development corporations did not have specific targets because they were regarded as experiments. However, for the second and third-generation UDCs, consultants were called in and drew up half park figures both for how much it would cost the corporations to do their jobs but also the multiples of private investment they are expected to generate.

With the exceptions of Bristol, Cardiff Bay and Merseyside, the corporations all appear to have generated more private sector investment than they have spent on improving the infrastructure, buying land and brightening up the environment, although one can quibble about how much of the sums talked about have actually been invested, how much is committed for the future and how much is potential.

On a case by case study the figures look as follows:

### How the big cities in the UK are reversing the decline and coping with the need to rejuvenate their inner areas



Black Country: the area stretches from the edge of Birmingham to Wolverhampton



Ron Norman, chairman Teesside DC

#### Teesside

TEESSIDE is physically the largest of the UDCs with 12,000 acres. However, much of this is empty marshland and there are hopes of developing a large nature park. Fewer than 1,000 people live in the area.

Mr Duncan Hall has concentrated on attracting new companies into the region, which has been dominated by three big industries - steel, chemicals and shipbuilding - and which has high unemployment.

In the three years of its existence, Mr Hall claims 60 companies have been drawn in with the potential to create 8,500 jobs.

He says he has definite commitments of £1.5bn of private sector investment, although the time-scale of this investment is not clear. The Teesside Development Corporation was given a budget of £160m, of which some £80m has been spent.



Philip Carter, chairman Merseyside UDC

#### Merseyside

ATTRACTED investment worth some £180m for an outlay of £200m, it dislikes comparisons with London Docklands since Docklands keeps its enterprise zone status until 1992 and the capital allowances and rate concessions to attract developers. It is also close to the City at a time when financial deregulation has meant a premium on office space.

Merseyside has suffered from Liverpool's poor image as a hotbed of political left-wing extremism with a difficult workforce. This has frightened off investors.

The docks were almost completely derelict. Nevertheless the Development Corporation feels the corner has been turned and that a 1:1 ratio of public to private sector investment will soon be achieved. Ultimately it hopes for 60,000 jobs in its area which has been expanded from 300 acres to 2,400 acres.



David Hardy, chairman London Docklands DC

#### Docklands

BY March 1990, the London Docklands Development



Bird's-eye view of Trafford Park and Salford Quays, the former Manchester docks

#### Black Country

THE development area

covers

Corporation estimated that

£2.1bn of private sector investment

had been committed to the area

to the area anyway. On this basis it estimated some £200m had been invested.

The corporation says it has

commitments for £200m and

eventually hopes to secure private sector investment worth £1.3bn.

The ratio will be altered by the spending on infrastructure.

Some £20m is expected to be needed for roads and for extending the Docklands Light Railway and the underground's Jubilee line. Some has already been committed. Roads have been laid in Royal Quays, which has itself not yet been completely developed. The £20m also includes money spent on the light railway. Not all will come from the LDDC. The Ministry of Transport is responsible for trunk roads and the Jubilee line.

Geoffrey Inkin, chairman of Cardiff Bay DC

ALTHOUGH designated as one of the second generation UDCs, Cardiff Bay has not really got going. It is still waiting for permission for the barrage to be built across the Bay. If this goes ahead, then the CBDC is, in the long term, looking for private sector investment of £1.3bn. It estimates 30,000 jobs could be created. It will spend at least £250m. To date there has been around £200m of private sector investment.



Geoffrey Inkin, chairman Cardiff Bay DC

and not the investment which would have gone into the area anyway. On this basis it estimated some £200m had been invested.

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Geoffrey Inkin, chairman of Cardiff Bay DC

## URBAN DEVELOPMENT 7

## Aim is more balanced development

IN ALL cases the financial targets of development corporations seem to have been met, are being met or are on their way to being realized. Some qualifications are necessary. Development corporations do not build trunk roads, still less do they build barrages across rivers and bays.

The government has been known to put money into light

**Manchester, Sheffield, Bristol and Liverpool are all considering light transit railways**

transit railways in the past and may do so again. Manchester, Sheffield, Bristol and Liverpool are all looking at the possibility of light transit railways. The funds spent by the UDCs do not, therefore, represent the total amount of public funds spent in the areas.

On the private sector side there can be gaps between what is committed and what is actually spent. There can be long delays in realising the investments. Developers can fall out of bed on projects. Leeds, for example, heavily involved in office development,

has downgraded its forecasts of private sector investment from £2.5bn to £1bn. A flagship development in the Black Country has run into trouble.

Assuming the figures to be generally correct, however, the main question is whether this quite considerable private sector investment would have happened without public sector pump-priming.

The answer is broadly, no. It would have taken place in some areas and probably on a somewhat smaller scale. The Meadowhall shopping complex in Sheffield was under way before the UDC was set up and would probably have gone ahead.

The Newcastle Business Park, which is on a 60-acre site and is 80 per cent full would probably also have gone ahead with or without a UDC.

But it seems unlikely that the really derelict areas such as Docklands and the Black Country, Tyne and Wear would have been developed on such a scale without public money.

As Ms Sonny Crouch, the director of marketing at the London Docklands Development Corporation, says: "There was a consultative board for 15 years before anything came along and it could not decide what to do with the area."

Sir William Francis, the

chairman of the Black Country Development Corporation, has no doubt at all that the area would not have been developed but for the catalyst of government money. "Developers need the abnormal cost removed before they will build," he says.

A builder himself, he points out that contrary to appearances developers are low-risk

**"We have all learned from Docklands' emphasis on physical regeneration"**

speculators. They usually like the comfort of other developers around them.

At first sight, it looks as if the UDCs are lining the pockets of developers by assembling the land cheaply through compulsory purchase and letting the developers sell it on expensively.

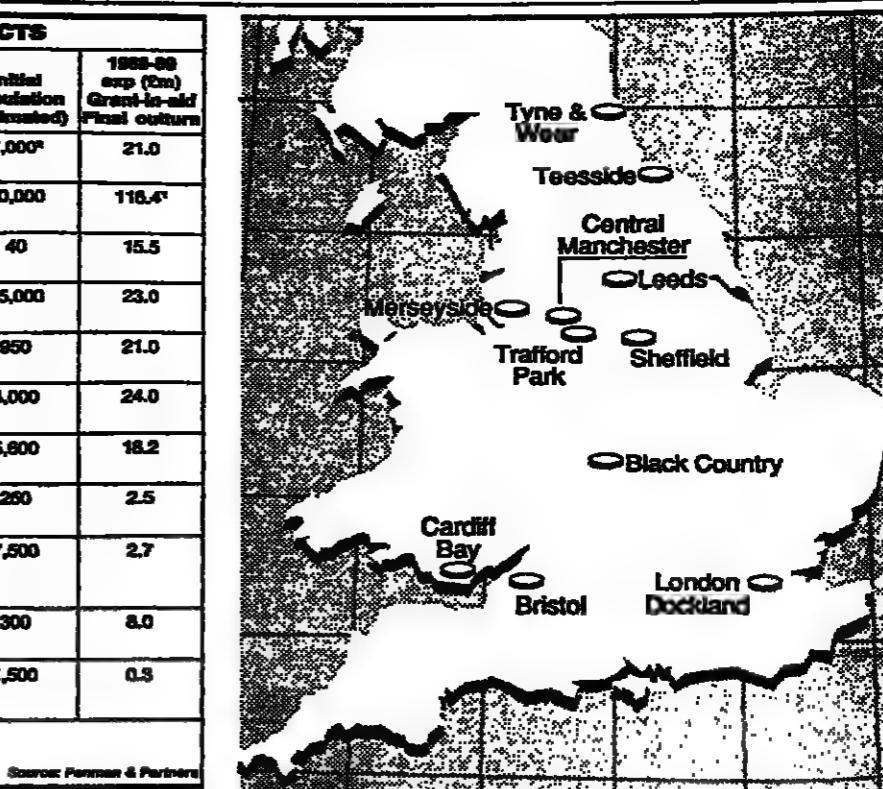
Or, it might appear that they are subsidising the builders by giving them grants to make up the difference between costs and profits. Or, it might seem as if they are underwriting developers by putting in roads or decontaminating land.

URBAN DEVELOPMENT CORPORATIONS: KEY FACTS					
UDC	Date established	Area (hectares)	Initial nature of area	Initial population (estimated)	1988-90 avg (ton) Gross-in-sell/Flask culture
Merseyside	March 1981	960 <sup>a</sup>	Derelict docks, polluted land - 60 per cent derelict or unused	7,000 <sup>a</sup>	21.0
London Docklands	July 1981	2,070	Derelict docks & associated industry - 45 per cent of area derelict	40,000	116.4 <sup>a</sup>
Trafford Park	February 1987	1,257	Old industrial estate, one third unused or derelict	40	15.5
Black Country	May 1987	2,346 <sup>b</sup>	Derelict metal-working sites with population interspersed	35,000	23.0
Teesside	May 1987	4,555	Former steel chemical sites - more than half derelict unused	950	21.0
Tyne and Wear	May 1987	2,375	Shipbuilding & river related industry, one third derelict	4,000	24.0
Cardiff Bay	May 1988	1,098	Derelict docks, 25 per cent vacant or derelict	5,800	18.2
Central Manchester	June 1988	167	Heavily built up mixed use centre area, 40 per cent derelict or underused	200	2.5
Leeds	June 1988	540	Mixed industrial and former power station sites, 25 per cent derelict or underused	7,500	2.7
Sheffield	June 1988	900	Former steel sites, 40 per cent derelict or underused	300	8.0
Bristol	January 1989	380	Mixed industrial area, 20 per cent derelict or underused	1,500	0.3

<sup>a</sup> Total programme £212.7m including expenditure from receipts

<sup>b</sup> Increased from 2,000 hectares in November 1988 (population 400)

<sup>c</sup> Increased to 2,500 hectares in June 1989



Source: Pilkington & Partners

ances and other forms of rented housing. Most UDCs have spent money on environmental improvements.

UDCs are reaching agreements with local Training and Enterprise Councils (TECs) for training and education programmes. Increasingly the UDCs are aiming at more balanced development.

afford the money up front to pay for infrastructure.

As for the other main consideration - the question of whether the UDCs are engaged in merely physical redevelopment or are attempting regeneration in the wider sense of social and community development - Mr John Glaston put it

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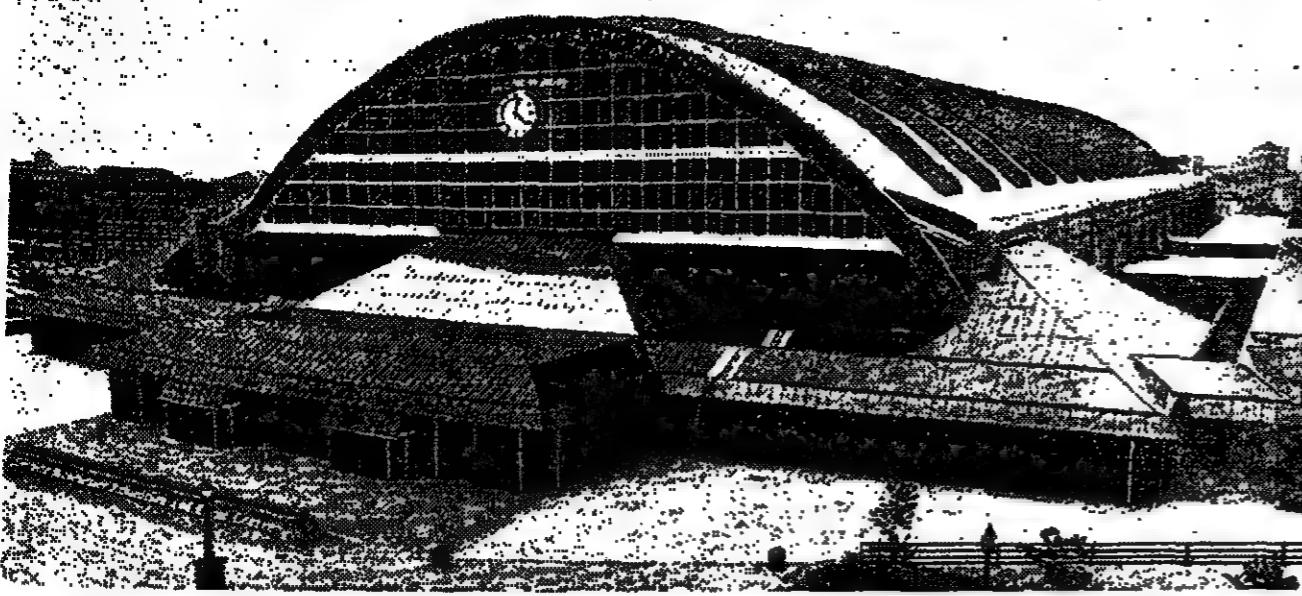
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## URBAN DEVELOPMENT 8



Manchester Exhibition Centre

## Manchester's ambitious concert hall development

## Song in the city's heart

VISITORS TO central Manchester have always had difficulty in finding the exact location of the city centre. Piccadilly or St Ann's Square may seem the obvious possibilities but the city's A-Z guides them inexplicably to a surface car park on Mosley Street.

The image of hemmed Japanese tourists wandering helplessly around a council-owned car park is difficult to dislodge, but the humour has been over-

## The site for the development has been vacant for decades

taken by events. The car park, opposite the Greater Manchester Exhibition Centre, is now the focal point of a plan to create a new centre for the city.

The Great Bridgewater Initiative, named after the thoroughfare which cuts through the Victorian former cotton warehouses on the south side of the city, is a partnership between the city council, the development corporation and the private sector.

It is an ambitious project by any standards, involving the creation of a £100m international concert hall for the Halle Orchestra, 250,000 square feet of office space, housing, leisure facilities and the re-construction of a canal basin.

If successful, it will provide the council with ownership, debt-free, of a concert hall, the UDC with a jewel in its crown and Beazer, the private sector partner, with substantial profits.

Despite the scale of the

£100m development, it is being pursued with archetypal northern pragmatism. Beazer's scheme was the through in development competition not because it was better than its rivals but because it was more practical.

The choice was between affordability and a grander vision for the city promoted by rival developer, Speyhawk.

Mr John Glesiter, chief executive of the development corporation, says the decision to go for what could be done rather than what might be done was unanimous.

"There were all kinds of reasons why the Speyhawk proposal was not chosen," he says.

"It would have required a parliamentary bill to move the tracks of the Metrolink, it would also have needed about three times more public sector support."

The need to pull the project along is understandable. The site has been vacant for decades and the city council, avoiding charge-capping by the skin of its teeth, could not have held on to it for ever.

It is also one of two major UDC schemes for the immediate vicinity, the other being Merlin's £100m-plus conversion of the Great Northern Warehouse into a festival marketplace.

Each project draws strength from the other. If one goes ahead then, with G-Mex, the area achieves a critical mass which makes the other more likely.

Neither deal has so far been signed, which must have led to some sleepless nights for the development corporation. Mr Glesiter says he has spent

much of the summer with Beazer revising the scheme; almost inevitably the office content will rise.

By packaging the site with the Free Trade Hall, current home of the Halle, and an old depot on Bridgewater Street, the city council has provided Beazer with a range of options. It is an acknowledgement that concert halls cannot be conjured out of thin air.

The deal between the parties

## The initiative may lead to a second office core in the area

is exceptionally complex and Mr Graham Stringer, the council leader, says that in such circumstances there are genuine advantages in working with the private sector.

"There are areas of expertise, particularly in financing, that are needed and that we don't have. I think we have recognised that we can't do everything ourselves."

Mr Stringer's attitude to the UDC is just as practical. "Politically, I don't think it should exist because it's non-democratic but it is doing many of the things we would have done given the resources," he says.

The initiative is large enough for all sides to accept that they could not go it alone. Mr Martin Willey, Beazer's director of strategic planning, praises the remarkable degree of co-operation between the partners.

"There is an extraordinary team spirit and that is what makes me most confident that

Martin Regan

the project will go ahead. We are overcoming all of the problems together," he says.

The major concern problem may well be public funding. Estimates vary but this seems to be around £50m. At its simplest, this is made up of the £14m land value thrown in by the council which, in turn, should trigger around £5m from the European Regional Development Fund and perhaps £10m in city grant from the UDC.

Beazer is careful to avoid comment on the figures. Mr Willey says the company is keeping some of its powder dry but admits that cost-benefit analysis and the valuation of the Free Trade Hall are likely to be the most testing aspects.

Beazer's profit will come from the office content and, although the site is outside the city's financial core, the company is rumoured to have plots lined up for parts of the scheme.

The design of the concert hall, watched over by a bewildering number of architectural advisers, is now virtually finalised. Mr Willey predicts that things will start to move in December.

For Manchester, there is more at stake than simply an international concert hall. Overcrowding in the city's main office core has limited development and the belief is that the initiative will anchor a secondary office core in the Bridgewater area. A study by Applied Property Research earlier this year suggested that this second core was already taking shape.

Martin Regan

THE SITE of William Armstrong's Elswick Engine Works, a mile up stream from the Tyne Bridge, holds a place in the history of the Industrial Revolution.

From 1846 Armstrong produced hydraulic cranes, accumulators, bridges, engines, and eventually armaments like the famous Armstrong gun with its wrought-iron barrel there.

It was said that Elswick produced half the shells fired by the Allies at the Battle of the Somme - and 20 per cent of those fired by the Germans.

Less than two years ago the Elswick site looked like a battlefield itself. It was a picture of urban decay to a spectacular degree, highlighted by the vision on the opposite bank of the Tyne where the Gateshead Garden Festival was taking shape.

But now a new success story can be told about Elswick. The Newcastle Business Park is taking shape at remarkable speed - literally rising from the ashes of the Armstrong works.

Devant Developments (Tyne & Wear), in partnership with Tyne & Wear Development Corporation (TWDC), has secured 10 companies occupying 670,000 sq ft for the site. Against an original forecast of inward investment of £45m, they have already obtained £140m - and more than 4,000 jobs.

The clients are all from outside the region or locally based fast growth companies: the key successes were AA Insurance, British Airways and Cellnet. The 60-acre site is now 80 per cent let and it is considered the largest business development in the north of England for half a century.

At the business park the development corporation is involved in a project to build an office skills training centre with the help of a £350,000 grant so that young people can be trained for jobs at the site. It is hoped that phase II of the development, comprising a technology park on 67,000 acres, will be completed by August 1991.

Looking back, the Newcastle Business Park looks like a success from the start - but in fact it was preceded by disaster: the Armstrong Centre in the early 1980s which failed to establish a leisure, retail and industrial park on the site.

The TWDC stepped in with just two years of enterprise zone status remaining to try and make the site work. Mr Alastair Ball, TWDC managing director, says the initial problems were formidable with a riverside site 27 miles long and a quarter of a mile wide.

The Newcastle Business Park was only part of that but it presented problems and challenges of its own. Three years ago the site was 100 per cent industrial and 90 per cent disused.

The degree of dereliction was mindboggling," Mr Ball says. Not only did the banks of the river have to be recon-

## BUSINESS PARKS

## Advantages of going to Newcastle



Alastair Ball, chief executive of Tyne &amp; Wear Development Corporation, at the Newcastle Business Park and (below) new housing in St Peter's basin, not far from the site



structed but the narrow ribbon site terraced up away from the water.

Mr Ball identifies the care with which the site has been redeveloped as one of the key attractions to companies - combined with the speed with which the developers have been able to provide completed buildings.

The British Airways location decision seems to be typical for the criteria chosen in a search

able to offer a six-month advantage over other places."

One factor which helped sell the site was the existence of a 4,000 mile optic fibre cable network installed at no charge by the park's first occupant - Cellnet, the mobile telephone company. Its purpose-built telephone exchange is the culmination of a £40m investment by the company which will create more than 50 jobs in the area.

Also the rent costs, at £10 a square foot, are some of the cheapest in the north on sites of such quality. The value of quality reclamation is reflected in the sale of land at up to £150,000 an acre which was bought at £10,000. The site was bought for £1m; £12m has been invested, and a return of about £5m is expected.

The decision of AA Insurance to come to Newcastle was another major success for the park. The motor group announced it was planning an £18m hi-tech office centre creating 850 jobs in Newcastle.

Consulting engineers Merz and McLellan, who specialise in power generation, are to build a 62m complex of 60,000 sq ft to provide the head office base for the multi-national organisation's 350 north-east staff, currently based at Killingworth.

In many of these moves Mr Ball believes that the skilled labour pool available in Newcastle has been crucial for companies feeling the unpleasant job and wage costs of the demographic revolution. He also cites the importance of the quality of land reclamation and discounts, in terms of quality development, the short term benefits of enterprise grants. "They come for reasons other than cash," he says.

The TWDC has gone out of its way to prove its social worth; as well as might, as the arm of Thatcherite economics in a Labour stronghold. Under a pre-recruitment training scheme local people are assured of a job interview with companies on the park. Local monitoring panels also watch over the work of the corporation along the riverside.

Mr Ball is adamant that the old Elswick works, reborn as the Newcastle business park, should again provide the nearby communities of Scotswood and Cruden Park with much needed job buoyancy. These areas, once a grid of terrace streets running down to the Tyne, have suffered cruelly in terms of unemployment and social deprivation.

While the dream of a revitalised Tyneside stretching through the heart of Newcastle is still a distant one there is some substance, largely thanks to the business park, to a recent observation by the Prime Minister.

She said: "The morale of the area is lifting, the confidence is here and the spirit is different. The north-east is truly prospering."

Jim Kelly

## IMPACT OF THE GARDEN FESTIVALS

## A struggle to plant roots in Britain's grim wastelands

THE PROBLEM with a garden festival is not knowing if you have planted a marigold, doomed to die after a brief summer, or a bluebell, destined to flower for decades to come.

Four have been planted already in Britain; at Liverpool, Stoke, Glasgow and Gateshead, while another is being carefully turned from the pot to the soil at Ebbw Vale for 1992.

As centres for urban regeneration each one has enjoyed a glorious summer - but have they taken root? Gateshead, which closes this weekend, has had its summer. But what is the legacy to be for the people of Tyneside? The valley at Ebbw Vale may bloom in 1992, but will demolition return?

Temporary garden festivals, an idea spawned in Germany in the 1980s to focus sponsorship and development for long-term land regeneration,

have always been seen as a tool to coax life back into some of Britain's grimmest wastelands.

But the future of garden festivals lies with the government, which provides grant aid for reclamation and construction. An independent report has been commissioned from PA Economic Consultants at Cambridge on the performance of the national garden festivals of 1986, 1988 and 1990.

That report is now with ministers at the Department of the Environment only a clear page in the diary is needed to allow a public announcement of the results. The criteria used to judge success will be as interesting as future policy. Is it to be value for money, job training, image building, reclamation, or "the end-use scenario"?

At Gateshead the concept of a lasting legacy was considered of great importance. The

long-term development of the entire site was secured 14 months before the festival opened.

Mr David Copeland, managing director of National Garden Festival '90 Ltd, also employs wide criteria to measure success. "You have to look at the people it leaves behind." He says that 1,400 jobs have been created and

an important role in the "regeneration cycle".

1,500 people have gained vocational qualifications. There is a JobCentre on site.

Mr Copeland believes that,

particularly in Glasgow, the garden festival can play an important role in the "regeneration cycle" and that Tyneside is on a rising curve within that

pattern of development.

He can point to financial success as well. He has "filled the coffers of Gateshead to the tune of £2m" and the amount the festival has to be underwritten by sponsors amounted to £22m, £2m in cash, and the total "worth" of the site is £55m.

That long-term development can take place on the old gas and coke works land is an environmental success. Some parts of the site were under 20 ft of coal dust. It cost £30m to reclaim the site and 27m of derelict land grant was used in five years instead of 25.

Gateshead attracted 3m people - at the lower end of its target range - but was not graced with a consistent summer.

Now Shepherd Homes is to build 400 houses on the Norwood site, having offered £1.5m sponsorship as part of the tendering process. Robert

McAlpine plans a "flagship development" beside the river

and there are persistent rumours that a regional headquarters for utility-related industry is to use the site.

Several aspects of the festival's infrastructure were built on a end-use development.

Looking back, the big success story in the history of UK garden festivals is Stoke '86. The 125-acre site development by St Modwen Properties, a Staffordshire company, created more than 2,000 jobs in a £100m development.

The scheme involved building a 300,000 sq ft retail centre, a leisure complex - with cinemas, dry skiing and ten-pin bowling - a hotel, office blocks, trade centre, campus offices and industrial units.

At Ebbw Vale they have studied the Stoke experience: "We have been to Stoke because it was the most successful of the garden festivals so far," says Ms Elizabeth Barrett of Garden Festival Wales Ltd.

While a working party is looking into the "end-use scenario" for Ebbw Vale's opening in 1992, she says the lesson at Stoke does not necessarily point to the need for the site to be secured before the first visitor enters. "The Stoke experience does seem to be the most successful: run your festival and make sure you get high quality land

reclamation."

Despite the progress of the 125-acre site, the river is still the subject of a "feasibility study" after one developer went bankrupt. But despite that the £11m reclamation was completed, leaving the £15m festival to break even, and 3,750 people came through the gates.

Back in London, the Department of the Environment has confirmed that the long-awaited report on the future of garden festivals is now in hand.

In 1987 the government announced the end of the present garden festival programme after Ebbw Vale in 1992.

Many observers of the government's urban policy believe critical questions will be asked about the role of garden festivals and whether they are the only tool which can secure reclamation and regeneration.

Garden festivals, certainly periodic national festivals, may be a thing of the past but there are a few hardy blooms across Britain as testimony to the fact that they have been at least a qualified success story in the last decade.

Jim Kelly

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## URBAN DEVELOPMENT 9

## EANAM WHARF

## Stubborn individuality

IF URBAN regeneration reflects the area in which it occurs, then Eanam wharf is unmistakably north-east Lancashire. A low, group of buildings on the bank of the Leeds and Liverpool Canal, its protection shows a stubborn individuality.

Visitors to the wharf side can be forgiven for returning unimpressed. The buildings, close to the centre of Blackburn, seem little more than an inferior version of Wigan Pier, some 20 miles downstream.

The significance of Eanam Wharf is to be found neither in its size – the project cost less than £1m – nor in its end use. It is important because it was the pilot scheme which launched a strategy to regenerate an 80-mile stretch of the Leeds and Liverpool Canal between west Lancashire and Pendle.

The strategy was devised by Lancashire Enterprises, the former economic development arm of Lancashire County Council which was privatised last year. It was primarily a means of cobbling together an Article 24 submission to the European Regional Development Fund.

Individual projects within the canal corridor were thought to have little chance of securing the funding required. As part of a greater £200m initiative those areas ineligible with those which were.

Unsurprisingly, the strategy found support from all seven local authorities along this particular stretch of the canal. The British Waterways Board was not an early backer.

The canal seemed the obvious focus for such a strategy. When built in the 1890s it was the longest man-made waterway in the country, its 143 miles linking the port of Liverpool to the industrial towns of Lancashire and Yorkshire.

However, its significance can be overstated. By the turn of the century, at a time when Lancashire production was at its zenith, it had become almost irrelevant.

In Odiham's 1833 British Encyclopedia it rates just two lines, compared with more than half a page for the Manchester Ship Canal.

## TEESSIDE PARK

## Flagship venture

TEESSIDE PARK, one of the Teesside Development Corporation's flagship projects, will be among the largest leisure and shopping complexes in the country. The 230m development will be linked by a £1m interchange to another of the TDC's key projects, the commercial, residential and retail Teesdale complex.

These projects are designed to form the "critical mass" of developments needed to attract fresh investment to Teesside. Mrs Thatcher's visit in 1987 delivered, according to Mr Duncan Hall, chief executive of the TDC, "a message of confidence" in the area and "gave us a window to get development of the ground." Like all the TDC's projects, it is being run in conjunction with the private sector.

Beyond the building stage, a broad range of retailers are becoming involved.

A 10-screen multiplex cinema, due to open next year, will be developed and managed by Warner Brothers. Toys R Us, the US toy retailer, has opened for business. Other lettings include B&Q, Comet, Poundstretcher, WH Smith, Do-

It is the Lancashire textile industry left widespread dereliction along its banks. As companies folded new businesses did not take up the vacant canalside space.

The result was that by the early 1980s 6 per cent of all derelict land in the UK, some 2,500 hectares, could be found along the canal. There was also literally millions of square feet of vacant floor space.

Michael Hynes, chief executive of the privatised Lancashire Enterprises, says the problems were so vast that the grand strategy was the only option.

"The study was looking at a comprehensive programme, infrastructure, pilot projects, training and technical support. It was all about talking the canal corridor scheme up," he said.

Wigan Pier had shown the way. A three-year development project costing £3m had brought a mixed use development, the tourism potential of which is only now being appreciated.

The canal corridor team were more interested in the job creation potential. Wigan Pier not only saved 130 jobs, but created more than 300 jobs in services and manufacturing.

Eanam Wharf seemed particularly suitable. It was on the edge of a town centre, was still repairable and would be eligible for European textile area grants. The willingness of Labour-controlled Blackburn council to offer financial support was also important.

In 1985, a complex financial package was proposed. In essence, Lancashire Enterprises put in £200,000, a further £250,000 came from the council's Urban Programme and the private sector was to make up the rest of the £250,000 project cost.

The wharf, owned by British Waterways, was taken by the council on a long lease which allowed the public company to use the rent for its own capital programme.

Today, Eanam Wharf, supported by ERDF, is a thriving 24-unit small business centre. It also contains a new public house, developed by a local entrepreneur.

Part of the business space is

home for a textile technology centre, an attempt to offer the area's small textile firms access to the industry's most advanced technology. Training courses at the centre are funded through the European Social Fund.

The ICC has been a dream in the minds of the Birmingham city fathers for a decade. Feasibility and technical studies started in the early 1980s and construction began in 1987 of what is very much a public sector project with a reliance on private sector revenues.

There will be 10 halls of varied size, including a new home for the City of Birmingham Symphony Orchestra.

In terms of the renewal of Birmingham, the ICC represents two different strands of thought. It fits into the economic development of the city, but it also changes the economic geography of the area.

The first, an immediate point springs from the realisation, brought home with painful clarity in the recession of the early 1980s, that Birmingham has been overly dependent on manufacturing industry for its prosperity. Proportionately Birmingham lost more jobs during the recession than other major British regional centres.

The antidote was seen to be an expansion of services, the better to balance the economy. Indeed, again proportionately, the growth of employment in the Birmingham service industries after the recession was quicker than in other regional centres.

In this context the ICC has a

## International Convention Centre

## Birmingham's dream project



International Convention Centre takes shape

integral part of the space of new building which since the mid-1980s has been taking place in the city.

The site for the ICC is just outside the city centre, defined by the inner ring road. As it is part of a jigsaw of development, it has the effect of helping the centre to break out of its present geographical limit. And as developments have taken place near it – two new hotels for example – it has been a stimulus to the revival of a district which was at best anonymous and at worst derelict. Further, there is associated beautification.

In this context the ICC has a

significative role to play. It becomes a sort of totem pole of Birmingham's emergence as a services rather than a manufacturing centre. The immediate rationale was fairly clear.

Not only could the ICC help to promote service industries in the city, it could generate jobs; visitors would come to the city, they would need hotels and so on and these would have to be staffed. The more visitors the city seemed likely to attract, the more successful the ICC would be seen as a catalyst for attracting new investment. At

the same time, the ICC will prove to be a mixed development, part of the inner ring road, part of the mix of shops, hotel, offices and a form of tourist attraction which will contribute to the local economy. The latest bookings show that about 70 conferences have been booked in over the first five years. And in the first year, the ICC expects that there will be 155,000 delegate days; that is, the number of expected conference delegates multiplied by the number of days it is assumed the delegates will be in Birmingham.

Whether, over a period of 10 years, the ICC will prove to be a money-spinner or a financial white elephant remains to be seen. There is a body of opinion in Birmingham that would prefer to see Council funding on more immediate social needs than spending on what it sees as grandiose projects. But the Birmingham municipal tradition has never been anything other than active.

So the public sector side of the ICC and its related developments continues while the private sector component lags. The reason is that the financing for the ICC was settled long before the commercial property market subsided. A key element of the hidden costs has been the provision by the European Regional Development Fund of £37.5m. The balance has come from the Birmingham City Council, largely through taking a mortgage on the National Indoor Arena, another public sector project which is under construction and should be finished by October 1991, and Brindley Place.

Brindley Place when completed will be a mixed development, part of an integrated mix of shops, hotel, offices and a form of tourist attraction.

– have not been settled and its immediate future is clouded by the fall of the commercial property market.

Originally the project was a joint venture between Merlin and Shearwater. Merlin, seeking to reduce commitments, withdrew and Shearwater took over. But Shearwater is a subsidiary of Rosehaugh, whose financial difficulties were amply advertised early this year.

Under these circumstances it is unrealistic to expect an early start to the construction of Brindley Place. The next moves, probably before the end of the year, will be a discussion by the City planners of revised Shearwater proposals for the site.

So the public sector side of the ICC and its related developments continues while the private sector component lags.

Paul Cheshire

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## URBAN DEVELOPMENT 10

## CASE STUDY: Lewisham

THE boundaries of the London borough of Lewisham form an untidy triangle between Greenwich and Southwark in south-east London. The apex borders the Thames, the southern points stretching towards the leafier, wealthier belt of suburbs in Kent and Surrey.

The council is grappling with many of the problems familiar to most inner London boroughs, finding ways through the maze of complex constraints placed on local authorities in the Thatcher years.

Main roads cut a swathe through the borough, taking heavy traffic to the south and to the Kent ports. Residential and shopping areas can be crudely divided by such roads.

The ethnic mix of the population puts a greater demand on some council services than in many boroughs. About 18 per cent of the population is black, rising to 30-35 per cent in younger age groups, and is highest in the poorest parts of the north of the borough. Unemployment is particularly high among these groups.

Around half of the housing in the borough is owned by the local authority, some of it

requiring more money in renovation and repairs than the council has in its coffers. The demand for public housing is enormous. The council is proud that it managed to build 400 new homes before the capital allocations rules were changed by the Government, and equally proud that it has no families in bed-and-breakfast accommodation.

The council, at present conducting a delicate but rigorous campaign to cut the costs of

**About half of the housing is owned by the local authority**

services without impairing their quality, prides itself on its positive attitude to solving the problems. Steered by the Labour-led council, chief executive Mr Terry Hanafin, a native of Middlesbrough in the north east of England, is conducting a rationalisation exercise which would be worthy of any private sector company. Lewisham's poll tax this year at £297 was only 50 per cent of the average for London Labour boroughs.

Lewisam has set up its own

## Industrial regeneration

The programme involves asset sales - £18m last year (excluding housing), projected at £3m this year - and better utilisation of resources. The Lewisham shopping centre, now being refurbished, was sold. Part of the proceeds have funded a new town hall. Greater concentration of personnel in the new building will save on the scattered locations used until now. And the local further education college which has fallen into Lewisam's management with the demise of the Inner London Education Authority, will be used more intensively.

Partnership between private and public sectors seems to work in Lewisham, although there are considerable worries about the impact that the property slowdown will have on some of the cherished projects in the pipeline.

Lewisam has set up its own

development corporation in conjunction with the Phoenix group (private sector-led Phoenix has acted as the catalyst for several development schemes around the country).

The plan is to modernise infrastructure and to regenerate industry, which in turn will bring jobs. However, government finance to support the plan has still to be agreed. The original plan was to know particular sites at no cost, but the Department of the Environment refused on the grounds that this would not contribute to the redemption of the council's debt. The sites will now be sold, at market value, to Phoenix, which will borrow from the Government.

An early casualty of the property collapse, however, was the planned Medical Innovation Centre at Deptford Wharf, to be run in conjunction with St Bartholomew's

Hospital. A replacement for the financial institution which pulled out last November is still sought.

Directly opposite the Canary Wharf tower, Deptford Wharf, on a broad sweep of the Thames, has one modest building which marks a successful bid to secure employment - just a couple of months ago, Plessey Siemen moved into the factory making control systems which it is hoped will be the first of several technology-led complexes in the borough. The development was financed through Greater London Enterprises, the successor to the enterprise board for the capital set up by the old Greater London Council, and Rosehaugh.

Close by, the Pepys estate will benefit from a new source of funding to provide 25 workshops from the derelict garages

underneath the housing estate. The total project which includes landscaping will cost £450,000, half from the Government's urban programme, the other half from the European Regional Development Fund's special allocation of money for deprived parts of London (on a strict statistical basis, London did not qualify for the Fund). The ERDF is also paying for a bus which will tour housing estates advertising the availability of training facilities, thereby hoping to bridge the knowledge gap which is a particular problem in poorer housing estates.

Deptford High Street is another example of a planned regeneration programme in a very rundown area. The Civic Trust and surveyors Drivers Jonas have done an assessment of the opportunities in the area, where some restoration has already taken place.

The plan will harness the initiative of many local people and protect the character of the street and its surroundings.

Lewisham, like all London boroughs, is home to the computers who staff the offices and shops in the centre, as well as providing employment within the borough. Good public transport and roads are essential to maintain the flow. The transformation of the Isle of Dogs, in London Docklands,

**Millwall has become a community-minded football club**

to a huge new centre for financial services is seen in Lewisham as a tremendous opportunity, not just for office workers, but also for residents to provide the services, such as catering, and supply the skills, like flower-arranging, which go with big office complexes.

The plan that has caught the attention south of the Thames is the £132m extension to the Docklands Light Railway across the river. The Government has welcomed it as a very

good project - but some £100m must come from the private sector. Lewisham will be lobbying hard for a successful outcome to the project.

Perhaps just as far into the future is the new home for Millwall Football Club. Once a byword for hooliganism and all that is worst about football, Millwall, sponsored by Lewisham council, has turned itself into almost a model community-minded club. The problem is that its ground is old-fashioned, and could not possibly meet the standards recommended by Taylor. The surroundings of the ground are shabby.

The council is offering a site within a few hundred yards of the old one. The problem, not surprisingly, is finance. Present estimates are £14m-15m, which has to be scaled down somehow. Finding a solution will tax the directors, the council, the private sector, which is hoped will build houses on part of the site, to release some money, and the Football Trust - not quite typical of inner-city regeneration, but close to it.

Hazel Duffy

has been shut out in inner-city areas, because of the new funding requirements imposed by the Government on the Housing Corporation.

Poor education standards and too little training are similar features of the US and UK cities. Mrs Thatcher's critics would say that the odd city technology college for gifted pupils is not a solution to the mass who cannot attain such standards. Over-reliance on the corporate sector has its limitations. Where the company connection has worked well in Britain, it is in enterprise agencies. It remains to be seen how these will fare under the new Training and Enterprise Councils.

The US and the UK are not the only developed parts of the world with urban difficulties. Amsterdam, Paris, Naples all have intensifying problems. The European Commission has picked Marseilles and London as pilot areas where under-rented parts of the cities will get assistance from the Regional Development Fund. Special help has also been allocated to Berlin. The east European states will bring another dimension to the problems of urban areas.

Experience suggests that money alone is not a solution. But it is impossible to do very much without it.

Hazel Duffy examines the US record

## Double-edged lesson

not. The Renaissance Center, built largely on the initiative of Henry Ford II after the appalling civil unrest in the city in the late 1960s, remains a fortress surrounded by "no-go" areas. Detroit's wealth is outside the city, in the flourishing suburbs. A string of research laboratories, academic institutions and new companies providing the present and future demand for electronics in the automotive industry has grown up not many miles from the urban wasteland of Detroit.

For the largely black population of Detroit, it is a world away. They have neither the transport to get there, nor the skills to work there.

Even Atlanta, which has just won the 1996 Olympics, presents a sad contrast of wealth and poverty. The same can be said of most American cities.

This urban degradation of people has not been halted, despite considerable efforts by the voluntary sector and big companies to improve the social status of the inhabitants of the inner areas.

The Task Force - Government-funded teams in particular neighbourhoods - have worked hard to stimulate new

businesses among the residents of those areas, to foster basic learning and skills in minority groups, particularly women, and to encourage a sense of pride in their part of the city. Some have succeeded; some admit that they are banging their heads against a brick wall.

Inner city areas are not all poor. Some boast a flourishing black economy, where work does not involve payment of taxes, or where the way of life minimises borders uncomfortably between the legal and illegal. The fact remains, however, that one-parent families, old people, people without work skills, and those dependent on social security, are present disproportionately in the inner cities. Exactly the same is true of US cities.

Mrs Thatcher, with her firm belief in the importance of the family, sees the leaders of the churches attended by the black community in particular as a possible way forward.

Prince Charles has thrown in his considerable influence with Business in the Community, where he is president, and special projects to encourage young business start-ups.

If there is one lesson to be learned from the US, it is that the problems of the cities are complex. They can be stimulating places, and they are also

tor, to address the problem.

However, it is time-consuming, expensive, and not always rewarding, as one leading British-based company which helps to fund an inner city enterprise project, admits privately.

The Task Force - Government-funded teams in particular neighbourhoods - have worked hard to stimulate new

places of real poverty. The complexity of problems has given rise to a multitude of programmes. In itself, this may not be a bad thing, but in Britain they demand better co-ordination.

There are other lessons. The failure of authorities to provide low-cost housing in the inner cities in the US has reached

the proportions of a national scandal. The start of the decline was the cut in Federal funds in the Reagan era. They have not been restored by President Bush. In Britain, more and more city authorities cite housing as a problem. They are not allowed to build. The housing association route is increasingly

the proportions of a national scandal.

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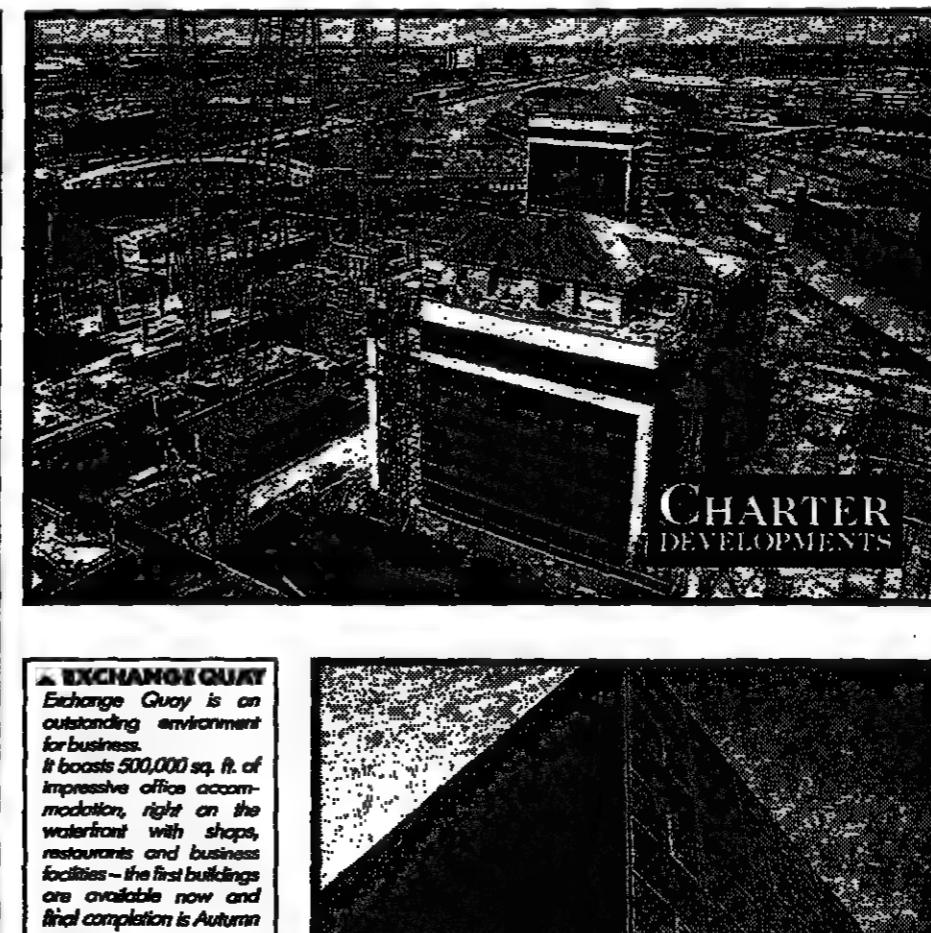
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## URBAN DEVELOPMENT 12

Anthony Moreton discusses the Cardiff Bay development

## International city in the making

AN unusual-looking structure, elliptical in shape, perhaps 20ft in height and 150ft along, covered in white plastic, has just arrived on the waterfront of Cardiff's docklands next to Associated British Ports' Pierhead building. It is the visitor centre for those interested in seeing what will happen in the development of some 2,700 acres of Cardiff Bay now taking place.

The contrast between the Victorian red-brick of the Pierhead building and the clean lines of the centre sitting outside its front door, which will open in four weeks, could not be greater.

The centre will have its home on the ABP land for the next five years. These are going to be crucial years for the success of the whole development, the largest undertaken in Europe after London docklands.

Mr Barry Lane, chief executive of Cardiff Bay Development Corporation set up in 1987 to mastermind the redevelopment of this run-down part of what was once the commercial heart of the Welsh capital, points to considerable achievements already. Days ago the bulldozers moved in to start work on a 45-acre site, Pembo Moors, that will provide houses, factories and

offices. The Gooding Group, a Cardiff-based electronics concern with American and Japanese shareholdings, has plans for a gas-fired power station. A consortium comprising Beazer, Barratt and Wimborne, is putting up houses; so is Tarmac.

Other developments are being undertaken by Bradenham and Winbourne, two local concerns. Two weeks ago the Bay announced that

**The jewel is that part earmarked for an opera house to rival Covent Garden**

three consortia — AMEC Regeneration, Crest Nicholson and Monk Consortium — had been selected to prepare detailed proposals for a 56-acre development costing more than £50m that would produce 500 houses and 90,000 sq ft of offices as well as light industry, shops and leisure facilities. "What we are seeking in

everything we do," he says, "within a well-planned development is to ensure we get the very best quality. That is our touchstone."

In addition to all this ABP itself, through its Grosvenor Waterside subsidiary, the largest single landowner in docklands, is to spend £150m developing 40 acres in the first phase on its 160-acre site. This will incorporate offices, houses, shops, restaurants and a 150-bedroom hotel.

The jewel, though, is that part earmarked for an opera house to rival Covent Garden, the famous Sydney building or the Met in New York, and a home for the world-famous Welsh National Opera House. The size is available; plans are being worked out to see how it can be funded.

Despite these achievements widespread criticism in Cardiff alleges that insufficient has been done to capture the undoubted investor interest shown in the area. It is felt that the boom years have

passed without one of the big names that have shown interest in the area — American Express being only the latest.

— actually setting up shop within the Bay. Now that the company is in recession critics claim, it will be much harder to get concerns to commit themselves to Cardiff Bay.

Part of the problem has been the work involved in guiding through Parliament a private Bill to build a barrage enclosing some 500 acres of the inner harbour. The Bay's strategy, clearly defined at the start and never deviated from, has been to use the long waterfront — eight miles — as the linchpin, using the enhanced land values to finance further developments elsewhere.

But water's edge development postulates a barrage and the £125m scheme can run up against vociferous, if minority, interests ranging from environmental groups to local residents and a small group of Labour MPs.

This opposition culminated

in a House of Commons select committee whose report last May prevaricated. It authorized the barrage in principle but called for further studies on the issue of groundwater levels. The committee laid down that these studies should extend over a further year and that, following them, the Secretary of State for Wales should be the final arbiter on whether the barrage should go ahead.

Mr Geoffrey Inkin, chairman of the corporation, maintains

this delay is no more than an irritant, that the work was in hand, and that the barrage would not have started in this further period in any case. The corporation hopes to seek tenders for the barrage next spring, given Welsh Office approval early in 1992.

Privately, though, officials in the corporation admit that piloting the barrage through the Commons by means of the necessary private Bill consumed so much of their administrative energies that other



Penarth Marina, part of the Cardiff Bay development area

Tony Andrew

matters tended to be put on the back burner.

The fear that the Bay development may be affected by the recession is now a real one. The situation in London is too close not to be noticed.

In spite of this the planners are moving ahead with infrastructure schemes, the latest of which involves a light railway system or continental tramway. Cardiff Bay has never been seen as just an urban rebuilding programme; it is a plan to rejuvenate the heart of a capital city and create a vibrant international city.

Getting the traffic right is therefore essential as those

who have moved round London's docklands know to their cost. Cardiff expects around 30,000 jobs to be created in the Bay over the next 20 years and getting to work and back home, as well as simply moving around, will be essential. The Bay has now called in Transport Planning Consultants, of Birmingham, to produce a report by next March on the implications of this growth.

A light-rail system, already being considered in Manchester, where the government has given financial aid, Sheffield, Birmingham and Bristol, is one answer — but only one. It would need a time-consuming private Bill in Parliament which can only be presented on a single day in the year, late in November. If Cardiff wants to go along these lines it needs to have made a decision well before then, hence the call for a report from the consultants by next March.

This is for the future. At the moment the Bay team is still engaged on creating the base from which this new international city will emerge. Three years on, a lot has been achieved, but there is much more to be done if Cardiff is to join that select band of cities whose names automatically come up when the movers and shakers are mentioned.

ment opportunities. The project has a budget of nearly £100m over five years.

In some areas it has had success. Though Northern Ireland is ruled directly and in many instances there is little local democracy, special government-funded "Action Teams" have been working with local communities to start various small-scale economic enterprises aimed at regenerating particularly hard-hit areas.

The International Fund for Ireland, the international body which channels funds into projects in Northern Ireland, is working alongside government.

The government admits that the leverage it obtains from its grants in these more hard-hit areas of Belfast and elsewhere is not of the same level as in the city centre. Northern Ireland has a very special set of problems when it comes to urban renewal. At every level there are aspects of sectarianism and security to deal with. It is not easy to consider redeveloping areas known as strongholds of either loyalist or republican paramilitaries — and in which the security forces stand gun in hand at every corner.

## Kieran Cooke outlines the special problems of Northern Ireland

## A time of 'great confidence'

years became synonymous with violence — is being demolished. In Londonderry, the Rossville Street flats, an area of similar violent activity, have already been torn down.

Also, Belfast and Londonderry do not have the large tracts of open derelict land which have become one of the symbols of decay in many cities on the mainland.

But nonetheless, by 1980, when the government was establishing its urban development corporations, the problems facing Belfast and Londonderry were huge. Terrorism and unemployment had torn the heart out of both cities.

Paradoxically, a change in terrorist tactics (albeit partly as a result of improved security) rather than the innovations of government policy, has been fundamental to the regeneration of Belfast and Londonderry. Though there

are still occasional bomb

scars in both city centres, the level of terrorist activity now

— and the amount of damage

caused — bears no comparison to 10 years ago. City centre car

bombs are largely a terrorist

weapon of the past. Even the

Between 1984 and 1990 the government disbursed £45m in such grants. "The leverage we have achieved in Belfast has been good with about £3 of private sector funds for every £1 of government money," says Mr Russell. It is estimated that

fast has only 6 per cent of total retail space in the whole urban area: West Belfast — the worst area of city deprivation and a nationalist stronghold — has only 9 per cent.

The "trickle down" theory of wealth creation has not worked in West Belfast, if parts of which unemployment is as high as 70 per cent. In spite of problems of overcrowding, nationalists continue to move "among their own". West Belfast contains 25 per cent of the city's working population — yet well over 40 per cent of the city's long-term unemployed.

Siân Fein, the IRA's political wing which has considerable influence in West Belfast, accuses the government of having a cosmetic approach — bolstering high profile inner city development while letting surrounding areas decay.

To counter this argument government admits that the leverage it obtains from its grants in these more hard-hit areas of Belfast and elsewhere is not of the same level as in the city centre. Northern Ireland has a very special set of problems when it comes to urban renewal. At every level there are aspects of sectarianism and security to deal with. It is not easy to consider redeveloping areas known as strongholds of either loyalist or republican paramilitaries — and in which the security forces stand gun in hand at every corner.

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# FINANCIAL TIMES SURVEY

## THE VIDEO INDUSTRY

Tuesday October 30 1990

**Almost unnoticed and unheralded, video has gradually developed into one of Britain's main leisure industries. It is likely to be worth a total of £2bn this year when video recorders and the programmes played on them are taken into account, writes Raymond Snoddy**

### A revolution in choice

**IN ALL** the debates about the future of broadcasting, new programme services and intensifying competition, one player usually gets overlooked – video.

Yet over the past decade, without any government intervention or official committee of inquiry, a major industry has continued to grow and establish new habits of viewing, offering increased scope and flexibility to the British love affair with the television screen.

In the UK alone the video industry is now worth more than £2bn a year at retail prices when both hardware – the video recorders – and software – the programmes rented and sold – are included.

"It obviously filled a need that the public had," says Mr Norman Abbott, director-general of the British Videogram Association, the industry trade association.

By 1990 there were 500,000 video recorders in the UK but nearly three-quarters of homes have VCRs with units still going in at the rate of 200,000 a year, including replacements, and a small but



Norman Abbott, director-general of the British Videogram Association

the arts within easy reach of every household in the land."

Part of the attraction of video has come from its dual function – the ability both to record off air the growing outcome of terrestrial and satellite television, and schedule it according to the viewer's convenience, and then the ability to play pre-recorded cassettes covering everything from feature films to keep-fit sessions.

Last year the rental market, almost exclusively dominated by feature films, was worth £576m at retail prices and there were over 1m rentals every day of the week at more than 20,000 outlets. However, the bulk of the business is concentrated on the 5,000 or so specialist, and increasingly professional, local video outlets. Rental is now becoming a mature market and the days of explosive growth are clearly over.

"This is the most difficult year we have had yet since video became established," Mr Abbott says.

Figures for the first half show a 3 per cent fall in rentals although the value of the transactions is up 1 per cent overall. For the year as a whole, there should be growth although it is likely to be in single figures.

One possible explanation is that around 2m homes now have access to subscription film channels either directly by satellite or through cable television networks.

Although the industry acknowledges that competition for the money – and the time – of the viewer can only increase, many believe that the satellite stations are probably helping video, at least for the time being.

Both Sky Television and British Satellite Broadcasting, the theory goes, are spending enormous sums of money advertising films which are available at an earlier date in local video shops.

Mr Abbott believes another positive factor is the greater diversity of films now being made by the Hollywood studios which tended in the past to concentrate on the 15-24 year old American chameleons.

But if satellite and cable do take off, it will mean little real growth for video rental. Ultimately the video business in



the high street is likely to be replaced by an electronic video store in the sky, enabling consumers to order videos electronically via satellite receivers at the push of a button. However, such a drastic technological change is unlikely to happen much before the middle of the decade.

The fastest growing sector of the video market is now "sell-through", the trade name for videos which are sold rather than rented. It was a sector of the industry that was nearly stillborn because of the traditional Hollywood suspicion of selling rather than leasing its "product".

Mr Steve Ayres of The Video Collection was a pioneer in 1984. By 1988 17m cassettes worth £170m retail had been sold in the UK. Last year the number had grown to 30m, worth more than £300m.

This year sell-through should account for sales of more than £300m, with some optimists looking for about £400m, although this will depend on how Christmas sales go. With typical prices of £9.99, videos are an increasingly attractive present for children.

Disney, through its video distribution arm Buena Vista, as part of a careful distribution policy, releases one full-length Disney "classic" each autumn for the Christmas market. This year it is *The Lady and the Tramp* and on past experience

with previous Disney classics

such as *Sleeping Beauty*, it could sell more than 700,000 copies in the UK in the Christmas quarter.

All across Europe sell-through, with a wide diversity of titles and subject matter, is growing rapidly – feature films as well as special interest topics. In the UK many industry specialists believe that sell-through, more akin to book publishing than an extension of the movie business, could overtake video rental in terms of retail box office. And sell-through, unlike video rental, should not face direct competition from the explosion of television choice offered by satellite and cable.

An increasingly mature industry has largely solved two of its most pressing problems of the early 1980s – image and the "video nasty" problem and to a slightly lesser extent piracy.

There have been genuine "video nasties" – videos such as *Driller Killer*, *Cannibal Holocaust* and *I Spit On Your Grave*. But they were few in number and have long since been weeded out of the legitimate video business.

Many in the industry may have thought it unfair to be the subject of their own special act of parliament, the Video Recordings Act of 1984. Most would now accept that even though the act places greater restrictions on what can be shown than virtually any other media – because it goes into the home – the system of age classification and the supervision by the British Board of Film Classification has been beneficial.

The battle against piracy will never be over, but by concentrating on the professional copier usually relying on masters stolen from cinemas or imported from abroad, the Federation Against Copyright Theft, the body set up to combat piracy of copyright on all audio-visual recordings, has pinned it down to what may be an irreducible minimum.

The BVA believes that pirate copies account for about 20 per cent of the rental trade, compared with about 60 per cent at the piracy peak in the early 1980s.

A further weapon in the battle against pirates has been the

**IN THIS SURVEY**

Camcorders: thinking small is a winner in Japan  
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Rental market: retailers catch a cold

Software: films open window of opportunity

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Video nasties: the drive to improve a tainted image

Sell-through market: Steve Ayres collected Page 5

Cassette duplication: the business thrives again

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European market: mature types pick VCRs Page 6

Editorial production Gabriel Baumman

Illustration John Batten

inclusion of a electronic signal on legitimate tapes to make them more difficult to copy.

A new challenge is on the way from Mr Alan Sugar's Amstrad which has launched a double deck video recorder on the market capable of direct copying in the way that has long been possible with audio tapes.

The BVA is relatively relaxed about the new development. It has always been possible to connect up two video recorders and copy a video cassette and the organisation concedes that it is in the end virtually impossible to stop domestic copying. The new video recorders are unlikely to be of much interest to professional copiers.

"Hardware has gained acceptance while improving in terms of technical sophistication. Competing formats have sorted themselves out and high levels of investment have gone towards professionalising the retailing of video software."

Software makers have given in their review earlier this year of Video – The Book of The Future.

Particularly on the sell-through side, the industry is poised for continued growth, despite growing competition for the eyes of viewers.

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## VIDEO INDUSTRY 2

Has rental a future in the UK? Raymond Snoddy investigates

## Obituaries are premature

IT WOULD be easy to write an obituary for the British video rental industry. It would acknowledge that it was a business that came from nowhere and flourished remarkably for a decade by offering a real measure of convenience and choice to consumers who until then had to make do with increasingly rundown cinemas and only three, later four, television channels.

Then the hours of broadcast television increased dramatically and along came satellite television delivering hundreds of films direct to the home on pay television channels, ending for ever the need to go out in the rain to hire a video and then remember to return it again next day. A clear case of an industry doomed to gradual decline because of technical change.

In fact, it is much too early to write the obituary of the video rental business and the outlook, at least in the short and medium term, is perfectly reasonable.

It is probably true to say that the days of spectacular growth are over and that in satellite and growing cable networks the video shop has encountered its most direct and potentially formidable competitor. To make matters worse, many regular video renters, those who have a high appetite for entertainment, are not the sort of people who are likely to be in the vanguard of those who move to satellite.

This summer, it looked as if the disaster scenario for video was starting to play itself out. There were rumours of declining rentals, the weather was not and the World Cup grabbed the headlines and attention of viewers. High interest rates were prompting a recession in parts of the high street. Business confidence in video was also shaken by the collapse of Parkfield, the once high-flying company, mainly because it over-reached itself in the video distribution market.

In fact, there is no sign of a collapse in rentals. Figures for the first half of the year show a 3 per cent drop, although in value there was a 1 per cent increase.

Mr Norman Abbott, director-general of the British Videogram Association, the trade organisation, expects real

growth for the year, even if only single figure growth, following total video rentals last year worth £576m at retail prices.

A much higher growth rate of between 20-25 per cent is forecast for the video sale or sell-through market which is markedly different from the rental market and will be much less affected than rental by growing competition from cable and satellite. The sell-through business is much closer to publishing and depends on consumers' desire to collect and keep as well as view.

Satellite may indeed put a ceiling on the growth of video rental, particularly if the current level of satellite growth is maintained towards the more than 3m homes each of the big satellite television operators.

Mr Rupert Murdoch's

Sky Television and British Satellite Broadcasting (a consortium in which Pearson, publishers of the Financial Times, has a significant stake) need to be profitable.

Ironically, although the nearly 1m homes now subscribing to a satellite film channel

Satellite film channels are likely to provide a boost for video rental

will probably rent fewer videos, at least for a few more years, the satellite film channels are likely to provide a boost for the video rental industry.

Enormous sums are being spent by BSE and Sky advertising films thereby, the industry hopes, driving some of the millions of consumers who do not have satellite receivers into their local video shops. Indeed, ITV has also been promoting films heavily in order to counter the satellite film channels often advertising films available at a later date on television but already to be found on video shelves.

Curiously, video shops often find that the showing of a film on television, which might be thought likely to end its useful life as a rental product, can stimulate greater interest among those who were unable to watch it and forgot to record it themselves.

The video rental industry has at least in theory a large still untapped market which generic advertising might influence. About half those owning VCRs rent less frequently than once a year and only 28 per cent rent a video once a week.

This, according to the Video Software Dealers Association, compares with the 80 per cent of VCR owners in the US who rent regularly, 74 per cent of German owners and 50 per cent of Australian.

After reaching a peak of 38 video rentals per VCR owner a year, Mr Harnish Dickson of stockbrokers Hoare Govett believes the average will fall to 29 this year and 28 in 1981. Apart from the obvious need for generic advertising to try to increase the pool of regular renters in the population, the video industry clearly needs to inform the public more about what the industry has to offer.

The industry is clearly becoming more professional as large companies such as Civitron and their Ritz chains improve the standard of service offered to the public. There is still however, according to market research, enormous confusion in the public mind on when films become available along the competing methods of distribution. Many people believe, wrongly, that films become available on video and satellite at the same time.

In fact, films usually come to the video rental shops about six months after release and in most cases are exclusive to the video shop for six to nine months before they move on to the satellite pay television "window". Conventional television follows in the third year of a film's distribution life.

Apart from the chance to rent films as soon as possible after theatrical release, and that is unlikely to change in the foreseeable future because of video's large contribution to the overall revenues of a feature film — video has one enduring advantage. The video rental shop, particularly when it is stocked with a large number of copies of the hit movie that most people want to see at a particular moment, allows consumers to choose the film of their choice and "schedule" it when they want to.

In the longer term the pressure on video rental is likely to grow from both the proliferation of satellite channels and from electronic video shops in the electronic video shops in the

sky.

There are plans in the US to put up a satellite system with more than 100 channels using new digital compression techniques to squeeze four channels into the bandwidth now capable of carrying only one.

Mr Mark Fowler, former chairman of the Federal Communications Commission, is an enthusiastic supporter of just such a project — Sky Cable. He envisages 20 channels devoted entirely to movies with staggered start-times so that the viewer is never more than 10 minutes away from the start of a new film. Mr Murdoch, one of the backers of the Sky Cable project, has suggested recently that it may be on "the back burner" because of the large debt problems of many media companies.

Others companies, such as Entertainment Made Convenient — EMC — are working on systems that use satellites and compression techniques to download videos individually chosen by consumers at great speed. The hope is that before long a consumer will order a video chosen from a catalogue and be watching it within 10 minutes. To deal with the piracy problem, the film copy automatically wipes itself during the second viewing.

Another possible competitor to the video shop could come from using the transmitters of conventional broadcasters in the middle of the night to download films and other specialist programmes. Ferrogen Research of the UK has already developed a unit the size of the paperback novel that sits on the VCR and emulates the VCR infra-red controller. In this way the VideoLink system controls the VCR to record special material broadcast in the middle of the night.

The day of the electronic video store will clearly come but is probably still some way off. Proving that such systems work technically is one thing. To get new equipment into millions of homes is quite another. Old-fashioned technology, well-stocked libraries of videos to rent — clearly has a lot of life left in it yet.

VIDEO industry is booming by thinking small. Ever since Sony Corporation's lightweight compact video recorder, the CCD-TR55 Handycam, burst onto the Japanese market in June 1980, the video industry has been developing smaller and lighter products which appeal to a wider range of consumers.

Though they are smaller, the new compact video recorders, called camcorders, have not sacrificed any of the features found in the older, bulkier models. Most of the compact models are compatible with various tape sizes and fully automatic, offering a variety of editing functions.

Sony gained a head start with the CCD-TR55 "passport size" and has not let up since. In July, it announced an even smaller and lighter version of the camcorder, the CCD-TR45, featuring a wide-angle lens, a high shutter speed and a multi-angle viewfinder, which weighs in at only 650 grams.

At the same time, it announced a top-of-the-line version of the camcorder, the CCD-TR75. This offers advanced functions such as better resolution quality and an eight-power zoom system.

Not to be outdone, Sony's arch-rival, Matsushita Electric, introduced a 750-gram camcorder, the NV-81 or Bremby, which features digital stabiliser that, in effect, reduces the

Sony gained a head start and has not let up since

on-screen blurring and jiggling effect which a hand-held video recorder often produces. Sales have not been sluggish. Matsushita says it sold all the 30,000 camcorders it produced in June.

However, Matsushita's hopes of becoming No 1 in the camcorder market do not rest on the Bremby. Mr Tetsuo Murase, the company's senior managing director, admits Matsushita will not be able to pass Sony "in one stroke" with its new camcorder.

Moreover, Matsushita faces supply shortages while Sony, whose Japanese camcorder market share in June was over 50 per cent, has more than enough.

JVC's, the Matsushita affiliate which produced the VHS videotape recorders that knocked Betamax out of the market a few years ago, has produced a 750-gram camcorder, nicknamed "the idol", which is fully automatic with autofocus. Another JVC camcorder, sure to appeal to accessory mad video buffs, is the SCF-100 which features a video deck, digital three-inch colour TV monitor and a tuner, all of which can be assembled into myriads of combinations or used separately.

Japan's camcorder boom has revived a flagging domestic consumer electronics industry. The VCR market has become so saturated — four in five Japanese homes are thought to have a VCR — that Matsushita admits camcorders have arrived just in time. However, the market for VCRs is not

back has not prevented full-scale marketing campaigns by Japan's two biggest makers. Sony has been stressing the "passport size" of its camcorders with a spate of commercials featuring a cute Japanese girl travelling overseas and a gruff customs official. Meanwhile, Matsushita has hyped the holiday angle by inventing a "Bremby dance" and by featuring the camcorder at entertainment events.

CAMCORDERS

Thinking small is a winner in Japan

being entirely neglected by Japanese manufacturers.

Sony's half-inch videotape recorders, metal tape Beta videotape recorders and their super-VHS model, pioneered in December 1980, represent all three existing formats of home video technology.

However, Mr Lih-Lih Lin, Sony's marketing spokesman, says camcorder sales are rising slightly faster than VCR sales are falling. "The VCR has traditionally been a medium of playback only," she says. "Personal video systems such as the camcorder represent a total expansion of the video market."

Some innovations are still being added before the first VCR museum opens its doors. Matsushita's latest VCR includes a built-in satellite broadcasting tuner which allows the user to tape one satellite channel while watching the other.

JVC's newest VCR has been designed to be compatible with various kinds of videotapes, including the new super-VHS tapes.

According to Mr Lin, Japanese households with both a VCR and a camcorder may well become the norm.

One problem with camcorders, however, is exactly the technology which has made the market soar. Ms Gayle Farrell, a Sony corporate communications spokeswoman, says the reduction in size of the tape-transfer system in the camcorder has made the light weight and small size of Sony's camcorders possible. Sony engineers, no slouches at miniaturisation, made the cylinder head of the tape-playing mechanism smaller without sacrificing quality or stripping other features from the camcorder.

However, adapting the camcorder technique to other equipment could prove more difficult. That potential draw-

Mr Katsushi Murayama, deputy director of engineering at NHK, Japan's national broadcasting network, says the camcorders on the market today are quickly approaching the broadcast quality of a fully equipped studio.

NHK plans to miniaturise its video equipment with a fully integrated, digital videotape recorder. The new system will be more portable than the bulky units currently used and will mean NHK will no longer have to use different video formats in its day-to-day operations.

Mr Yukio Masuko, of NHK, says the broadcasting network reckons it will take about five years for the new system to be completely operational.

Sony has not been content to let its pioneering Walkman languish in the wake of the video technological boom. Its Video Walkman Compo, introduced in May, features the world's smallest and lightest (490 grams) video deck, monitor and timer/timer unit, all of which can be used independently and all innovations spawned by camcorder technology.

Having gambled once on defining a video format and being proved wrong with the failure of the Betamax, Sony has now succeeded in drawing the crowds to the camcorder which it launched on the world stage. It remains to be seen, however, if anybody can come along to steal the show.

Trevor Greene  
Tokyo

## JAPAN

Slowdown is masked by growth in turnover

"CUSTOMERS here are fashionable and not interested in Japanese movies," says a young clerk at Wave, the "hip" audio-visual store in Tokyo's Roppongi night-life district.

Out in the suburbs the sentiment is not much different. Mr Takeshi Yoshida, 52, a trading company employee from Chiba Prefecture, says: "I almost never rent Japanese videos. There isn't much choice."

Enter a typical Japanese video rental store and the racks of American, and to a lesser extent European, films dominate the meagre shelf space devoted to Japanese products. An occasional home-produced hit such as Juzo Itami's "A Taxing Woman", which topped the video rental charts in 1980, gives some hope to the beleaguered Japanese film industry, but except for animation and some other niches, tastes are more attuned to western films.

That goes a long way to explain Sony's purchase of Columbia and Matsushita Electric's ongoing talks to acquire MCA — the constant battle among Japanese distributors to gain rights to foreign films to put on video.

Overall, the Japanese video industry is doing very well, with turnover (including sales and rentals of videocassettes and laser disks) up more than 100 per cent in 1980 to an estimated Y370bn, according to Nomura Securities. The huge sales growth masks a slowdown in growth of VCR purchases and openings of video rental stores. After several years of strong growth in VCR sales, annual volume seems to be peaking out just under 1m

units, according to figures supplied by Jesus I. Duarte, a senior analyst with W.L. Carr (Overseas) in Japan.

The boom years for video rental store openings seem to have ended as well. Between 1987 and 1988, the number of registered video rental stores soared from around 3,000 to more than 10,000. Mr Duarte's figures show a current total of about 12,000, a considerable

slowdown from the peak in 1988 when about 5,000 video shops opened their doors.

Many aspects of the Japanese video industry are hard to track to the number and variety of players involved. Besides obvious competitors such as major film-makers and screen operators Toho and Toei, electronics manufacturers Sony, JVC, Toshiba and Pioneer, a number of independent producers, distributors and even the huge general trading houses all fight for a slice of the video business. The major Hollywood studios are also big players in Japan, often through joint ventures with local distributors.

The Japan Video Association, an industry group which among its duties tracks growth figures, had 54 members as of the end of 1989. But as with many other industry associations in Japan, foreign companies are not members, so the figures under-represent the total market by as much as one-third, according to Mr Duarte.

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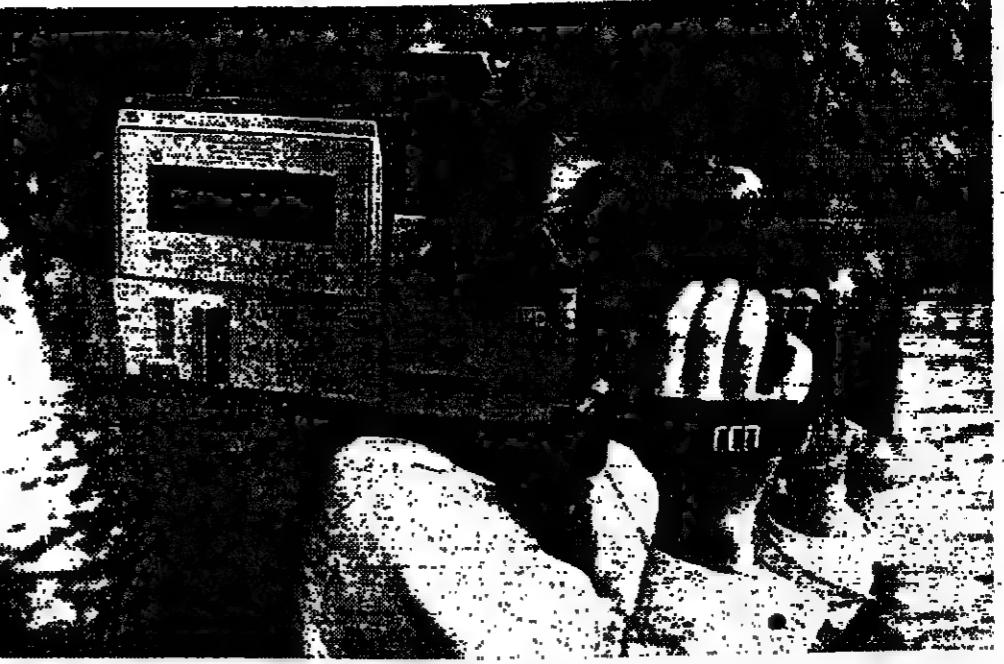
Tokyo, the super-store approach to the audio-video market is in action and horror movies, in which Japanese producers have traditionally been quite weak," a company official says.

She adds that Japanese movies which do poorly at the box office tend to do worse on video. This has led to the creation of a new type of movie in Japan, produced expressly for the video market. Some of these "made for video" movies have been hits lately, according to Pony Canyon. The producers of these movies aim at a narrower market and can better satisfy Japanese consumers' demand for action and horror movies.

The one segment of the Japanese video industry which is not dominated by western products is the market for laser disks. But the Japanese film industry's share is even smaller, for most of the laser disks sold in Japan are used for karaoke, the popular singing-along activity which has spread from Japan into Asia and is now on the rise in the US and Europe.

According to the Japan Video Association, almost three-quarters of laser disks sold in 1989 were for karaoke machines, or almost Y30bn worth of soothng images of beaches, sunsets and waterfalls to provide the backdrop for enka, the slow ballads preferred by white-collar workers. The video association's figures may under-represent sales of western films on laser disk, but it would be hard to dispel karaoke in the hearts of the Japanese.

Seiji Suzuki  
Tokyo



(Above) An operator using a JVC super-VHS KY15/BR5 410 camcorder and (below) the pace-setting Sony Handycam



It remains to be seen if anybody can steal the show.

picture of Japanese consumers' demand for western videos.

Without distribution channels of their own, Hollywood studios sell the rights to local firms, which add Japanese subtitles and then have the arduous task of peddling the videos to the 12,000 stores around the country, most of which are small and independently run. Except for Wave and the recently opened Virgin Megastore in the Shinjuku district of

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## VIDEO INDUSTRY 4



"Video rental has been a pretty easy market until this year. But it will be harder for us from now on and we will have to tough it out in the marketplace"

A decline may follow 10 years of steady growth

## Retail market catches a cold

THE HOT summer weather, the high level of interest rates, the poll tax and the World Cup travails of Gasco (an England footballer - in case any judges read this) have all combined to deflate the video rental market this year.

After 10 years of steady growth, the video rental market experienced only a slight increase in the first half of the year and may, for the first time, show a decline in real terms for the year as a whole.

The malaise in the market

has led to the demise of several independent video rental retailers. Confidence has been further dented by a series of misdeeds among the larger publicly-listed companies.

Earlier this year, Parkfield, a fast-growing conglomerate which among other diverse interests owned the 500-outlet Hollywood Nites video retail chain, collapsed under a mountain of debt, sending disruptive ripples throughout the industry.

Although Parkfield's problems were largely caused by the mismanagement of its unrelated video "sell-through"

business, the company's collapse hit other video rental companies such as Castle Communications, which was forced into making substantial provisions against possible losses.

Castle also reported that its video rental business had "hit

### The collapse sent disruptive ripples through the industry

less than half the level it attained at the beginning of the year.

Mr Norman Abbott, director general of the British Videogram Association, says: "Video rental has been a pretty easy market until this year. But it will be harder for us from now on and we will have to tough it out in the marketplace. It has come as quite a shock to some people."

But although the current mood may appear gloomy, Mr Abbott maintains that the longer-term prospects for the sector still look good.

Most of the industry's woes appear temporary in nature and with the end of the World Cup, the cooling of the weather and the recent reduction in interest rates, there are grounds for believing that demand will pick up again.

Mr Abbott also believes that

the video recorder market will

continue to grow, leading to increased demand for video rentals. At present, about 14m homes have a VCR recorder, representing 65 per cent of the total. Although the growth in the market for first videos

still apparently a healthy demand for second videos in many homes; almost 10 per cent of video-owning homes have two.

The video rental market will be helped by the improving standards among its major players - as the industry

stock a few videos.

But although there are undoubtedly longer-term opportunities, there are also longer-term threats. The spectacular growth of the video "sell-through" market in the past few years has partly been to the detriment of video rentals.

And the mushrooming of satellite dishes and the burrowing of cable links also come as indirect competition to video rentals.

There is also some evidence to suggest that as the market for video recorders matures, then the demand for the video software will diminish. A similar process has already been seen in the relationship between hardware and software suppliers in the audio and computer industries.

For example, Marketing

Strategies for Industry, in a report on the video software industry, discovered that in 1984 the average VCR owner would rent 30 video titles a year but that this had decreased to an average of 24 by 1988.

Over the past decade the video rental market has grown from about 250m in 1981 to 550m in 1988. But that healthy rate of growth looks like being a bit less impressive in the years to come.

\*Video Software. Marketing Strategies for Industry, 32 Mill Green Road, Mitcham, Surrey. £64.95. Price £75.

John Throssell

## SOFTWARE

# Films open window of opportunity

THE BIG American studios dominate large sectors of the video market. They produce the "hit" films and market them. Most have their own video distribution companies to exploit their films through the range of "windows", including video, the biggest box office of them all.

The US video software market alone is worth more than \$100m a year to the film industry, about a quarter of it from self-distribution.

In the UK companies such as CIC Video, a joint marketing and distribution vehicle for Paramount and MCA Universal, and Warner Home Video are never very far from the top of the video hit parade.

CIC has had some of the all-time video hits such as *E.T. The Extra-Terrestrial*, *Back To The Future*, *Beverly Hills Cop* and *Raiders of The Lost Ark*. Warner has weighed in with hits such as *Police Academy*, *Lethal Weapon* and *Gremlins*, while *Crocodile Dundee* from CBS/Fox was one of the biggest releases ever on UK video.

Being the distribution arm of a large Hollywood studio, particularly one producing blockbusters, gives a video company an enormous head start and flexibility over how a title

### The flexibility that integrated distribution brings

should be marketed.

Independents, by comparison, have to bid on the open market for the rights to films and then make the best of what they can get. Some of them, however, make quite a lot of what they can get. Verton, the UK independent, now owned by HTV, the TVV company, has sold more than 1m copies in the UK of the film *Dirty Dancing*.

Earlier this month, in an example of the flexibility that integrated distribution brings, Buena Vista Home Video, which distributes films from the Disney studios, announced that *Pretty Woman*, the top film of 1990, would go straight from the cinema, where it has grossed more than \$315m worldwide so far, to sell-through.

The cassette of *The Touchstone* film will go on sale on December 1 at a retail price of £12.99 aimed at the Christmas market - the same time as it becomes available on video rental.

Mr Phil Jackson, general

manager of BVHV, says: "This film has been driven by huge word-of-mouth, making it one of the most eagerly anticipated video releases of all time. Its storyline and quality have come down to four to six months rather than the more usual 12 months before sell-through and satellite pay television begin."

Most typical is the experience of US distributor MGM/UA Home Video, which has recently set up its own retail sales division. Its first release is *A Fish Called Wanda*, the John Cleese comedy, which went straight to the top of the video rental charts on release and has remained in the charts for more than a year.

At the beginning of this month the video was released for sale at £9.99, at around the same time as it was shown on BSB.

An enormous national promotional campaign was launched to boost the cassettes, including commercials on TV, Channel 4 and TV-am and two joint television campaigns with W.H. Smith and Woolworth.

By Christmas it is expected that *A Fish Called Wanda* will have sold more than 200,000 units, including the tapes sold to the rental trade.

CBS/Fox Video is unusual

### Wanda has remained in the charts for more than a year

among big Hollywood studios, because as well as releasing films from Twentieth Century Fox, it has also had, since 1987, an expanding presence in the sell-through market.

In part, the difference is accounted for by its ownership - a 50-50 joint venture between CBS, the US network television company, and Twentieth Century Fox Film Corporation.

Next year CBS/Fox Video will release 50 rental titles of which 20 will be from Twentieth Century Fox and CBS. From the CBS end of the business there come videos on the history of flight and World War II.

Despite *Rain Man* and this month's *Pretty Woman* announcement, it seems unlikely that the separate rental window is about to be wiped out. The main Hollywood distributors seem to be reverting to the tactic of switching straight to sell-through only for the special movies where the producers are convinced that they can have it both ways and that early sale

Raymond Snoddy

Raymond Snoddy looks at the success of "sell-through"

## The engine of growth

THE REAL star of the video industry at the moment is "sell-through", the sale of video cassettes on everything from *Bill And Ben The Flowerpot Men* to famous battles of the Second World War or how to fix your plumbing.

Although feature films from the libraries of the Hollywood studios probably still make up the largest individual slice of the sell-through market, there are also significant businesses being created which supply children's programmes, music, sport and keep fit, how to - and specialist interest videos.

From a standing start towards the end of 1984, sell-through has seen explosive growth and last year amounted to a £300m business in the UK at retail prices. Predictions for this year range as high as £600m but the outcome is more likely to be in the £360-370m range.

"Sell-through will be the real engine of growth. It is in this field that the majority of new investment opportunities is likely to arise," stockbrokers Hoare Govett argued in a study of the video industry published earlier this year.

"The volume of units sold will continue to rise dramatically as the product gains increasing acceptance in the home and as more applications are found for the software," Hoare Govett added.

In particular, the industry hopes that more and more consumers will see video cassettes as the visual equivalent of a book, buying and collecting them in ever-growing numbers and building their own domestic library of titles. Even after films have been repeatedly shown on television, demand does not seem to disappear from people who forgot to record a particular programme onto a blank tape, do not know how to set a video timer or want a proper copy with a professional label.

According to the third quarter Gallup survey of the video sell-through market, CIC is just marginally in the lead with a 12 per cent share of the total

market, ahead of Video Collection, the pioneers in UK sell-through, with 11.9 per cent.

The big CIC sell-through titles include *Indiana Jones* and *The Last Crusade*, *The Land Before Time* and, in the keep-fit stakes, *Beginning Calisthenics*.

To counter Callanetics, the Video Collection offers *Jane Fonda's New Workout* and through its deal with Thames Television, the animated fea-

### "B titles" may find they are squeezed from the shelves

ture film *The BFG* for children. BBC Video, Gallup found, is in third place with an 8.9 per cent market share with the help of French and Saunders: *The Video, Blackadder* and *Dr Who*.

Video is important to BBC Enterprises, the commercial arm of the corporation, and it accounts for annual sales in the region of £20m.

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Apart from *Bill And Ben The Flowerpot Men* and *Andy Pandy* in the BBC library, *Postman Pat* and *Fireman Sam* are important but *Ed The Duck* is particularly strong this year.

*Blackadder* has sold more than 1m copies across four titles and decade by decade. *Match of The Day* compilations have been selling well but not so well as the official video history of Liverpool Football Club which has already sold more than 150,000 cassettes.

Mr Paul Holland, marketing manager of BBC Video, is certain that the video sell-through industry is here to stay, like the recording industry.

"There will always be new

material coming through. I can't see it ever getting smaller than it is today," Mr Holland says.

Away from the feature film market, different companies specialise in different sectors of the market.

Channel 5 Video Distribution, a joint venture between Heron and Polygram, the record company, specialises in music and comedy-videos of groups such as Dire Straits and stars such as Elton John and comedian Lenny Henry at £9.99, the archetypal sell-through video price.

The feature film market in particular is increasingly polarised between blockbusters and "B titles". Mr Smith believes "B titles" will find it almost impossible to find space on the shelves.

Mr Dick Jones of DD Distribution is very specialist indeed and the company has built a solid business out of aviation and military videos. The West London company which sells and rents by post cassettes on everything from Second World

War combat footage to the latest in aerospace technology claims to be the largest of its type in Europe. In contrast to the hundreds of thousands of sales in the feature film business, here a 5,000-6,000 sale for a cassette is good business.

At the opposite end of the scale, Mr Ivor Schlesberg, the Pickwick chairman, has an exclusive deal with Abbey Video to distribute its *Ninja Turtles* tapes. Before too long, that could mean 2m cassettes.

Pickwick, a company in which Pearson, publishers of the *Financial Times*, has a 20 per cent stake, has been building up its own video promotions although Gallup ranks it in the non-music video market at number 10 with a 3.8 per cent share, just behind the Virgin group.

Mr Schlesberg is going for the higher margins involved in own label videos, including animated classics for children, and sports videos on the history of Glasgow Rangers and Celtic and of the Barbarians rugby team.

Pickwick is now busy taking the British concept of video sell-through into continental Europe through acquisitions in Denmark and France.

FOR ADVERTISING INFORMATION: contact NEVILLE WOODCOCK 071-873-3365

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FINANCIAL TIMES 1990-91 RELATED SURVEYS

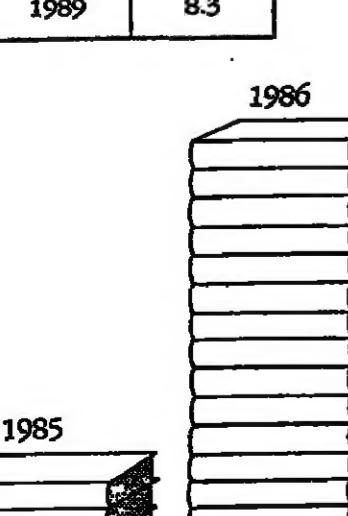
European High Technology	March 20
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Conferences & Exhibitions	January 1991
Electricity	January 1991

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\*Gallup Research/Video Week

YEAR	Units sold (millions)
1985	0.8
1986	2.5
1987	3.4
1988	4.6
1989	8.3



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## VIDEO INDUSTRY 5

Censorship and the drive to improve a tainted image

**They're not so nasty now** How Steve Ayres collected

LOOKING BACK at the video "nasties" scandal of the early 1980s, what is interesting is not so much where the words or how they were eradicated from distribution, but rather the effect they have had on a growing industry. The video "nasty" has long been dead but its legacy continues in the way politicians and the media have used the "nasties" to further their own cause - pro or anti-censorship, for example - and the way in which some sectors of the public continue erroneously to perceive video as "nice but nasty".

When the British Videogram Association, the video distributor body, draws up details of its proposed £10-15m general advertising campaign later this year, it is partly video's tainted image which it hopes to dispel, as well as shoring its defences against predatory media such as satellite and the possibility of recession.

The main aim of the campaign will be to make video rental a less fragile business - one that suffered a 20 per cent downturn at the height of the summer - by widening its narrow blue-collar audience base. One reason why potential high-brow or upmarket renters are staying away, it is argued, is the lingering aftermath of what was regarded in 1983 as little short of a national scandal - the easy access to hired titles depicting gross violent and sexual behaviour.

Mr Norman Abbott, BVA director general, believes that the term video "nasty" can be confined to 40-odd titles which were listed until 1985 by the Director of Public Prosecutions as possibly contravening the Obscene Publications Act. The problem for the video industry today is that no-one outside the industry has imposed similar restraint on the term's usage - it has entered the realm of word-association in the public's sub-conscious and is examined when the tabloid sub-editor deems it fitting, or when the caring politician wants to score an easy vote. The media rehash the old chestnut that there is direct causality between on- and off-screen violence, and the moral majority responds by thinking that "you are what you rent".

In fact, those videos and the people who distributed them

have nothing whatsoever in common with the legitimate industry either then or now. To draw an analogy, it is as if the Meat Marketing Board were confronted with "Mad Cow" headlines four years after stricter slaughterhouse measures had been implemented.

As recently as last month Mr Neil Kinnock, the Labour leader, in the aftermath of the latest child abuse scandal, promised the electorate that he would rid the UK of "video filth". The problem with statements like this, and the comments uttered by the Prince of Wales on the opening of the Museum of the Moving Image in 1988, is that they reflect at best an outdated, and at worst an ignorant, view of what the video industry is really like.

Prince Charles talked then of video nasties and their effect as if they were as prevalent today as three or four years earlier," says Mr Abbott. "People who don't go to the cinema often or rent videos still think this is a problem."

Anyone who gives the video industry more than just a cursory glance will see ample evidence to suggest that it does take a responsible attitude to what it releases and how.

Videos are more harshly censored for home viewing than for cinema exhibition; many films are recertified because of four-letter words

sorted for home viewing than for cinema exhibition; 12-certified films are sometimes upgraded to 15-certificates, all 12-certified films are upgraded to 15 on the basis that the new certificate could become a "dumping ground" for films containing four-letter swear words, no film is advertised at the beginning of another which has a lower certificate, the BVA's Video packaging Review Committee and Video Advertising Review Committee meet every week for self-censoring of all video advertising and sleeve design and the Video Standards Council has been set up to implement a Code of Practice for retailers and distributors.

It is a far cry from the industry depicted in the Daily Mail in a leader dated June 30 1983

included legislation against "nasties".

The resulting Video Recordings Act took until 1985 to be implemented, by which time the offending articles had long been removed from video dealers' shelves for fear of the more severe penalties of the Obscene Publications Act. The reason the Mail called prosecution under the OPA "like trying to mop up a sea of filth with a scrap of bath sponge" was that, although more harsh than penalties meted out by the VRA, the OPA was an unpredictable weapon. What some juries deemed "hable to deprave or corrupt" was laughed out of court by others.

But then, of course, there were, and still are, political motives in determining what is "suitable for viewing in the

home" (Video Recordings Act 1984). The clampdown on home entertainment is seen by Tony Abbott as an additional problem in the home like the dissolution of the family unit. And it is much more involved.

With hindsight, the second half of that statement is partly true in laying blame at the door of those responsible for the root cause of the problem. The 40-odd video "nasties" were old foreign exploitation films picked up for peanuts at foreign film rights markets by cowboy entrepreneurs who could see a vacuum in the market and filled it - with immense financial gain. If final blame must be apportioned, then it is in the amount of time it took for the government to tighten a legal loophole, forcing those responsible to look elsewhere for quick bucks.

It was not that the video industry could not regulate itself - it was not allowed to. The BVA had a self-regulatory system ready to run in 1982, similar to the way the film industry regulates itself through the British Board of Film Classification - a system which has never once fallen foul of the courts. The government took matters under its own belt, however, by announcing a general election which

was held on the height of that paper's Ban the Sodomy Video Campaign which said that: "The video trade is incapable of regulating itself. There's too much money involved."

With hindsight, the second half of that statement is partly true in laying blame at the door of those responsible for the root cause of the problem. The 40-odd video "nasties" were old foreign exploitation films picked up for peanuts at foreign film rights markets by cowboy entrepreneurs who could see a vacuum in the market and filled it - with immense financial gain. If final blame must be apportioned, then it is in the amount of time it took for the government to tighten a legal loophole, forcing those responsible to look elsewhere for quick bucks.

Another reason for video being singled out as the Aunt Sally of the home entertainment industry could be the strengths which it has for so long been trying to hard-sell to the downmarket public. "The printed word and broadcast TV have a lot of serious content but video is seen as being entirely frivolous like candyfloss - no-one will miss it and who really needs it? And if no positive good is seen but only potential harm, then the feeling is that it could be abolished altogether," says Mr Abbott.

Whatever the reasons behind it, there is no doubt that the video "nasties" furor has had far-reaching and damaging consequences on an industry which prides itself on growing in 11 years to nearly £1bn in worth and with an attractive employment record.

"It's hard to put a figure on what business has been lost as a result of the 'nasties', says Mr Abbott, "but it's one reason why more than half the video owners are put off renting. They - especially the affluent, better-educated sectors of society - think that what was freely available in the first few years still predominates. It's like racial stereotyping, no matter how much a Scot argues, he cannot change the perception that the Scots are mean - the damage has been done and it's incalculable."

The way forward, then, is better to advertise the fact that video is consumer-friendly. Coming up with an equivalent of the "Go to Work on an Egg" campaign is the first step, but time will tell whether it will be enough to dispel the illusions surrounding the industry's own salmonella crisis.

Peter Dean

## THE SELL-THROUGH MARKET



Steve Ayres: "I wanted to blow people's socks off"

opening. Then the Edinburgh and Belfast branches called with similar orders and Mr Ayres knew there was a business in what became known as the sell-through video market.

"They were running and flying off the racks and shelves," says Mr Ayres. "And that was when our problems really started."

The Video Collection had thought it might sell 300,000 between launch and Christmas. In fact, the figure was over 1m.

"We could have sold 2.5m; the demand was just staggering," says Mr Ayres.

So great was the demand that the company had lots of competition within six months.

At about 11 o'clock that morning the Portsmouth branch of Woolworths telephoned to order more after

BBC Enterprises, the BBC commercial arm of the BBC, were all "pretty nifty" in seeing the potential.

Some titles have endured. The Quiet Man, for instance, has sold more than 500,000 copies and is still selling at the rate of 1,000 copies a day.

Despite the much intensified competition Mr Ayres, now chief executive of Strand VCI, a management buy-out from Prestwich including The Video Collection, estimates he has 19-20 per cent of the 45m cassette sell-through market in the UK - between 15-17 per cent by value and that publishing videos accounts for about half. The Video Collection's annual turnover of around £100m. Other activities include manufacturing video

cassettes and video duplication.

Now the business is much wider and ranges from feature films, now £5.99 and cartoons to music, sport, fitness and How to... cassettes.

Co-production deals with Independent Television News have led to successful launches such as The Botham Story and Great Battles - The Turning Points of World War II.

Mr Ayres believes that the desire of the public to collect things will lead to continued growth. Within a couple of years, he believes, the sell-through market will have overtaken the rental market.

"I never had any doubt that the concept would last and would outlive rental," he says.

Raymond Snoddy

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## VIDEO INDUSTRY 6



High-speed Sony Sprinter duplication: reaping the advantages of economies of scale

## CASSETTE DUPLICATION

## The business thrives again

THE EXPLOSIVE growth of video cassettes recorders in the early 1980s has led to a growth in more than just the hardware industry.

The renting of tapes has provided a high street industry worth hundreds of millions of pounds. The retail industry has now taken hold. Both these phenomena have produced another industry, that of cassette duplication.

The four major players in the video duplication market, Rank, Technicolor, Fraser Peacock and Videoprint found themselves swamped with demand from the distributors of pre-recorded cassettes. Now, though, the lagging economy has hit the video industry badly.

There was a way out, though, for the duplicators. The rental market reached its zenith around 18 months ago. Since then, the stagnant growth of video, coupled with the new interest in satellite channels, has caused a decline. Hope was not far away though, thanks to the dramatic growth of the retail, or sell-through, market.

Once the £9.99 price tag for a video had been established by both the industry and the consumer (£14.99 was just too much), the retail grip took hold. This was good news for the industry, as it soon became apparent that it was not just feature films that sold, but sport, children's films and music.

It was good news for video companies, it was great news for duplicators. Not only was the business thriving again, but the numbers were also increasing. A feature film released onto the rental market will require 60,000 units if it is a major release, 30,000 for an average title. However, for the retail market the figures can go up to well over 200,000, allowing the duplicator more economies of scale. All the duplicators are now heavily involved in retail.

But even this is not enough to guarantee profitability and jobs. As Mr Hugh Corrane, Rank Video Services managing director, explains, demand for retail distribution is seasonal. "The problem is

that all the distributors want their product for the Christmas market, which means that the schedules are squeezed into the autumn period. We are trying to persuade the distributors to spread their load throughout the year, building up Christmas stock, but that has its difficulties as well because of the stocking problem."

Europe holds the key to expansion and, as 1992 approaches, all the duplicators are gearing up towards the European markets.

Videoprint, for example, has invested £12m in an 80,000 sq ft plant near the docks in Ipswich. Mr Brian Bonnar, managing director, says it is ideally situated to feed the European market. "The DTI hype about 1992 will not be as far as the video industry is concerned," he says. "We could have standardisation of video formats, standardisation of the British Board of Film Classification's standards and regulations right across Europe. The Ipswich plant will ship goods into Europe by Spring next year."

The only solution seems to be what Mr Corrane refers to as slip cases, cardboard boxes which the tape is slipped into.

They are cheap and can be mechanised. However, consumers expect their videos in quality plastic boxes, although Mr Corrane says: "I hope slip cases will soon be acceptable in Britain as they are standard in the US."

Technicolor already has an established European set-up, with a plant in Helmond, near Eindhoven, Holland. This has a capacity of 7.5m to 10m units per annum, and 10 per cent of the UK plant's capacity of 1.5m is for the European market. Turnaround time varies between three and seven days and freight time is a maximum of 48 hours.

Mr Richard Gray, Technicolor's sales and marketing director, comments: "As European territories develop and grow, obviously the volume requirement will be greater. We are very committed to the Dutch plant and the European market."

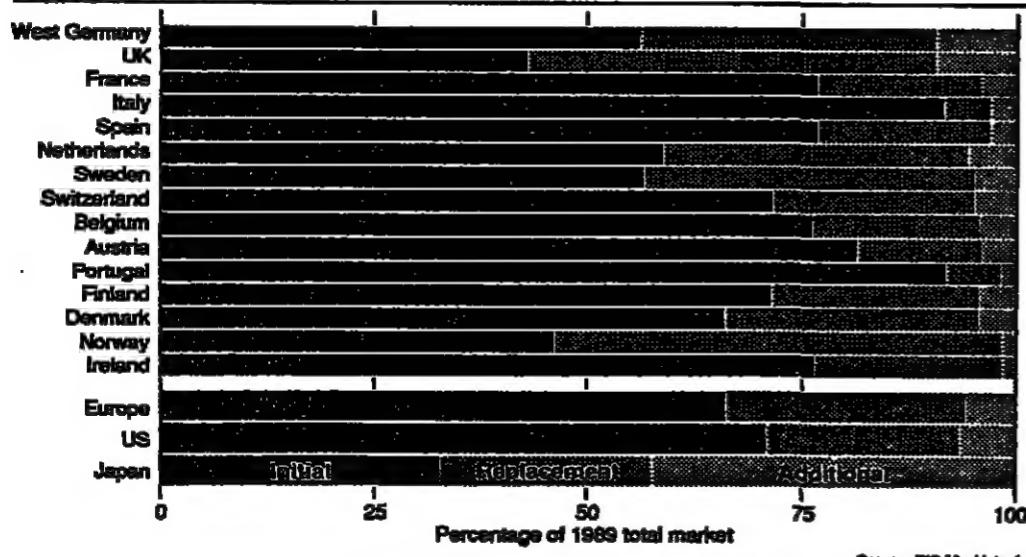
Not surprisingly, the biggest investment in Europe is being made by Rank, the UK's leading duplicator. The UK operation currently turns over 30m cassettes per annum, but is constantly looking to expand. Rank is now on the brink of opening a new plant in Willstaett, Germany, and other countries are also being considered as their markets increase.

The Willstaett plant is due to open next month, and will have 2,500 real-time VCRs. The plant will be run by a German manager and will initially employ 150 people. It will be located in a leased building at the BASF tape coating plant. Mr Corrane says: "This major European investment is part of our strategy to have a network of duplication plants in all of the principal markets. As the European video market expands, we intend to offer it high levels of service and quality, local to its needs."

Without that kind of European perspective, all the signs are that domestic video duplication companies will be left behind.

Mike Martin  
Features Editor, Video Week

## VCR demand



## Pickwick Group plc Improves Your Bottom Line

Carole Caplin's Holistix is a revolutionary new exercise plan.

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Sport titles such as Best Shots of the British Open – capturing the very best shots from Tony Jacklin in 1969 to Nick Faldo in 1990.

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## EUROPEAN MARKET

## More mature types turn to VCRs

THE VIDEO cassette recorder used to be a young person's toy, says Mr Doug Hopper, marketing controller of Ferguson, the UK consumer electronics manufacturer.

In recent months, however, a new group of purchasers has emerged: the over-55s. Many of them have paid off their mortgages. Their savings have been benefitting from Britain's high interest rates. These older buyers have helped to keep VCR sales buoyant at a time of sagging consumer expenditure.

The UK experience demonstrates that VCR manufacturers in Europe are unlikely to run out of customers. While most European households have a television set, a far lower proportion owns a VCR.

In Europe as a whole, 49 per cent of households own a VCR, compared with 31 per cent in the US, according to consultants BIS Mackintosh. In Japan, where some families have more than one VCR, the figure is 116 per cent.

The UK had the highest penetration of VCRs in Europe at the end of 1989, with 72 per cent of households owning one. Next in line were the Swiss, with 64 per cent of households owning a VCR, followed by Germany (60 per cent) and the Netherlands (57 per cent). In France, 42 per cent of households had a video. In Italy, the proportion was only 27 per cent.

The European VCR market is still an immature one, with many European households only now acquiring a video for the first time. In almost all European countries, over 50 per cent of VCR purchases are first-time buyers. BIS Mackintosh says that only in the UK and Norway do first-time purchasers account for less than 50 per cent of total buyers. In France, Italy, Spain, Austria, and Germany have colder cli-

mates and people spend more time in their drawing-rooms," he says.

Italy is another country whose inhabitants enjoy being out of doors. Partly as a result, it has also been a late starter in the video market. Mr Veracini says that while new television offerings and bootleg video sales, the plethora of channels in Italy retarded the growth of the market. Italian viewers felt they already had enough to watch, he says, and not enough of it was of a quality that would make them want to record it.

Mr Meunier says that managers selling into the newer European market have several advantages over those who sold VCRs in better-established markets like Japan and the US. In the early days of video, the battle between the VHS and Betamax formats led to buyers postponing their purchasing decision. This is not an issue for the new generation of European buyers now that the standards issue has been settled decisively in favour of VHS.

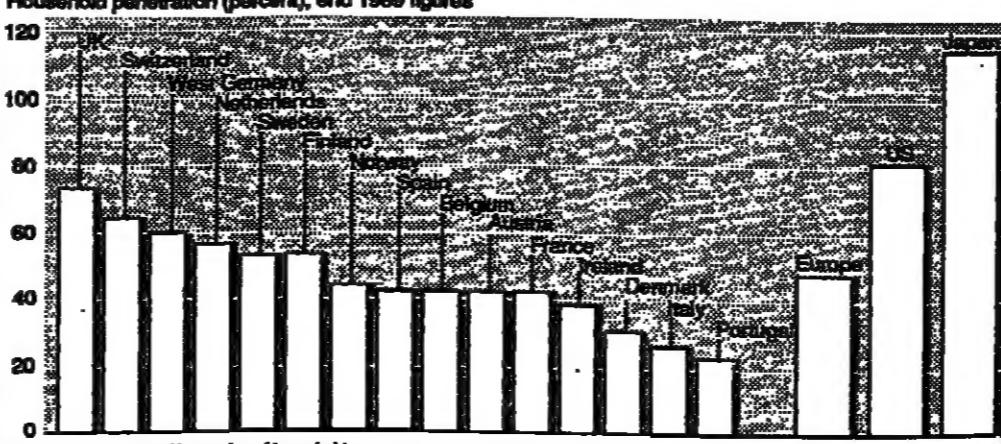
Mr Mike Brewerton of BIS Mackintosh adds that European first-time purchasers are being offered VCRs which are better-designed and easier to use than the machines available in the early days of video.

The increasing number of satellite channels will help to increase VCR sales in Europe, Mr Brewerton says. But, he adds, "I doubt that European penetration will reach Japanese levels. The cultural factor is still important. The Japanese are generally much keener on electronic equipment. They spend per head on consumer electronics as a whole is at a much higher level than in Europe."

Michael Skapinker

## Home video penetration levels

Household penetration (percent), end 1989 figures



## The rise and fall of Parkfield Group

## The bad apple that spoiled the barrel

ON JANUARY 9, Parkfield Group – a mini-conglomerate with interests ranging from alloy wheel manufacture to video distribution – reported a 108 per cent rise in interim profits to £12.8m.

The figure added to an already impressive track record. In the five full years between 1985 and 1989, pre-tax profits at the Basildon-based company had soared from just £275,000 to £22.16m.

By July 19, one day after it requested that its shares be suspended, the group was in the hands of administrators. Its overall liabilities have since been put at £30m.

The collapse has added grit to several wide-ranging debates. Can accounting requirements be modified so that a company's published financial history provides a better early warning of incipient problems? How are conglomerates best structured so that one bad apple does not spoil the whole barrel?

But, above all, it has underlined how quickly a business can turn sour if fundamental decisions are based on poor market intelligence and subsequent intra-company information flows are not up to scratch.

In Parkfield's case, the bad apple was its much-vaunted entertainment division, which specialised in distribution to the video sell-through market, but whose activities encompassed video rental and satellite receiver system distribution, as well as the Hollywood Nites chain of independent video dealers. In its last published report and accounts, Parkfield boasted of holding exclusive sell-through dealerships for ECA/Columbia, Warner/Weintraub and MGM/UA among others.

The poor intelligence revolved around the size of the UK sell-through video market, which the group projected would expand much more rapidly than actually proved

to be the case. (Sell-through products are those available at the likes of Woolworth, WH Smith and Our Price, often for £9.95.)

According to an insider, Parkfield was at one point estimating that this market would total 70m units. Though "they did come down to 50m-60m," in the event, actual sales amounted to nearer 30m.

"Sales projections were optimistic," admitted Mr Roger Feller, chairman, at a creditors' meeting staged at Soillhall's National Motor Cycle Museum on the last day

Instead of the 70m units estimated, actual sales amounted to nearer 30m

of August.

The consequences of this mistake were magnified both by the group's aggressive strategy and the degree of forward planning rendered necessary by the characteristics of the market.

The sell-through sector is highly seasonal, with sales concentrated in the final quarter. At the same time, manufacturing capacity has recently been scaled back enough to entail that orders be placed well in advance if a distributor is to have the right product in the right place during those crucial three months without incurring unacceptable costs.

"It is quite appropriate to take commercial decisions in April or May for fourth quarter sales," says one industry executive. "You have got to get your forecasts right, not only by total volume, but also by title."

This need was all the more acute in Parkfield's case, insiders say, because the group was frequently willing to shave its margins for the sake of market share. This often entailed inheriting market risk from film distributors and retailers alike, they say.

A former employee of one leading Hollywood studio outlines the terms negotiated with Parkfield in return for exclusive distribution rights. "The deal was an annual volume deal with phased deliveries throughout the year," he says. "Parkfield paid a unit price and if they couldn't sell the video, there was no return."

This type of purchase contract is said to have contrasted with the structure of the deals struck with some leading retailers. "The contracts they had with the Hollywood studios allowed for a very small percentage of returns, while in certain cases the sale and return policy with high street multiples allowed for 20 per cent," says another individual close to Parkfield.

Under such circumstances, a stock problem was always likely to develop if the group's

sales projections proved erroneous, since the commitments entered into with the studios would have prevented Parkfield modulating supply in line with actual demand. "We were not fully aware of the extent of the commitments made for the delivery of video," said Mr Feller at the Soillhall creditors' meeting.

The situation was exacerbated by distribution headaches which afflicted the group in the second half of last year.

A former Parkfield executive traces the origins of these difficulties back to the installation of a new computer system. "They put it on an untried computer with untested software," he says. "Apparently the software package purchased had something like 300 bugs and were live."

When the peak volume period arrived, the group's distribution arm simply could not cope. "The order fulfilment rate fell to 60 per cent just before Christmas, according to one individual close to the group. Meanwhile, new material that it had committed to take from the studios continued to flood in."

By February, the group was finding that its efforts to tide out of its excess stock position were being hampered by the flat UK video market. At this point Mr Paul Feldman, entertainment director, resigned and the shares began their long slide towards the 45p suspension price. An opportunity to secure a hefty cash injection by selling the company's pressings and fabrications division had arisen, however.

Unfortunately, the prospective deal ran into unexpected and ultimately insurmountable problems, and in June the group was forced to put out a profit warning. By this time, insiders say, the company had decided to address its stock problem by terminating several purchase agreements and renegotiating retailer agreements at considerable cost.

The warning, in turn, triggered a debilitating run on Parkfield's trade credit. This is said to have pushed borrowing to unacceptable levels, causing some of the group's loan covenants to be breached.

This put the company "in the game of having to put together a financial package," according to one insider. It was after the failure of attempts to agree such a package that administrators were called in.

David Owen



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